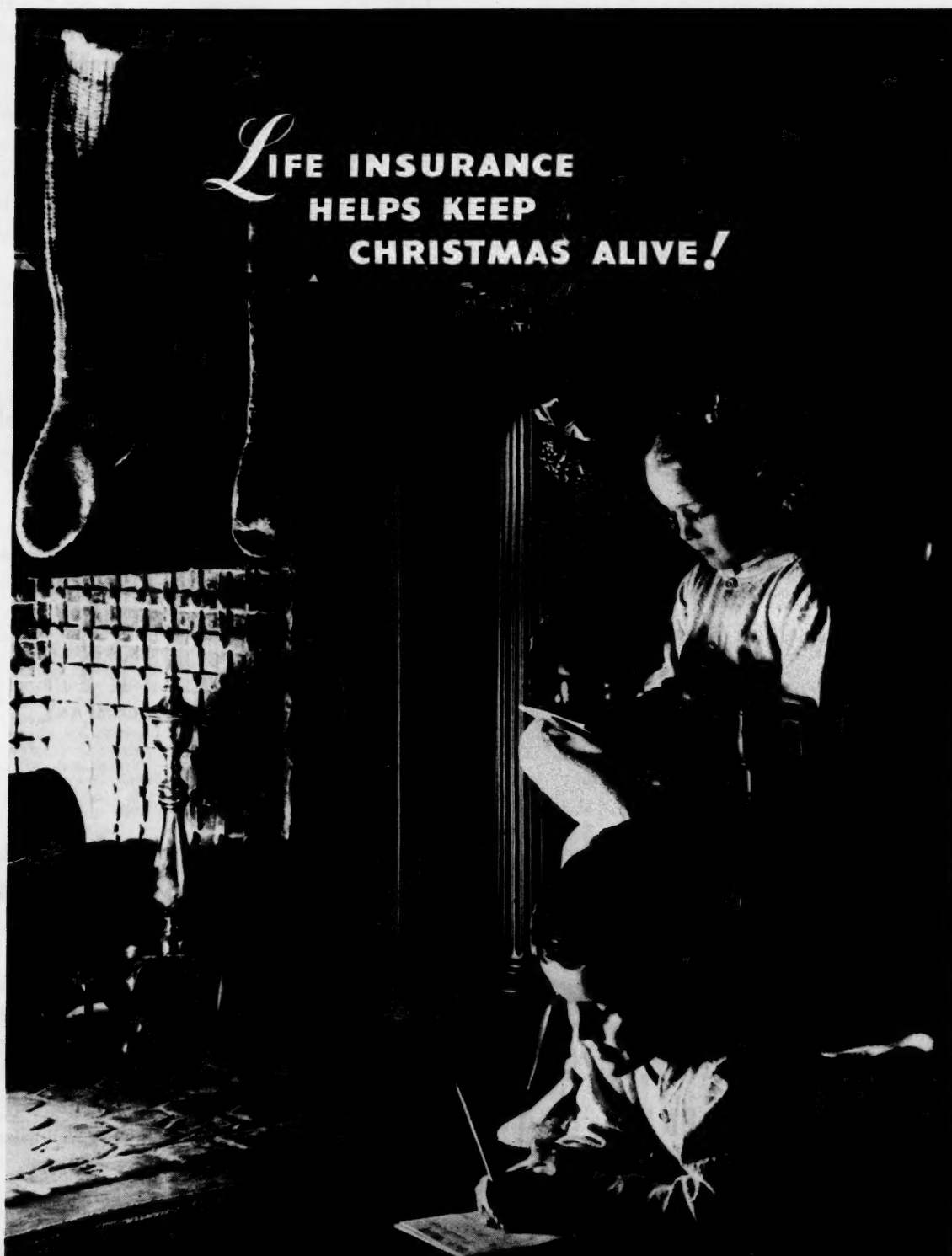


The NATIONAL UNDERWRITER

Life Insurance Edition

*L*IFE INSURANCE
HELPS KEEP
CHRISTMAS ALIVE!



THE GREAT-WEST LIFE ASSURANCE COMPANY

HEAD OFFICE - WINNIPEG, CANADA

FRIDAY, DECEMBER 21, 1951

IT'S EVEN *Better* THAN EVER!

With 108 modern, saleable Adult and Juvenile Plans, Riders and Coverages the Berkshire Life line is bigger, better and more complete than ever before!

Catalogued in our Merchandise Chart and Portfolio of Coverages you'll find such sales-producers as the "Progressive Security Plan" which is typical of the many attractive contracts in our 'better-than-ever' line.

PROGRESSIVE SECURITY PLAN

Ultimate Age 1 — Ages of Issue 0 to 14 inclusive (Not available in New York State below Issue Age 5; however, Ultimate Age 5 — Return Premium is available Ages 0 to 4).

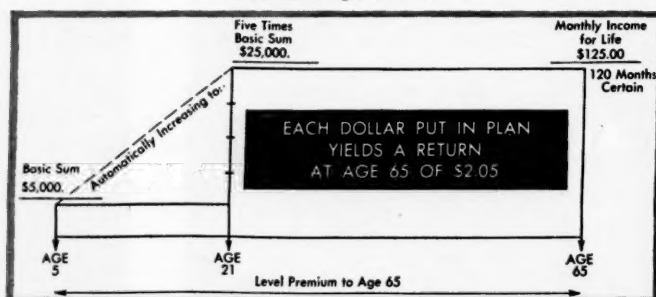



Illustration — Five units — based on Age 5 Male
Annual Premium \$266.75

Guaranteed Cash Value at Age 65	\$20,300.00
Dividend* Accumulations at Age 65	12,454.25
Total	\$32,754.25
Total Premiums to Age 65	16,005.00
Excess Over Cost	\$16,749.25

*The dividends in this illustration are neither estimated nor guaranteed, but are computed on the same basis as the scale of dividends in effect on the date of this illustration (July 1, 1951 Basis). Similarly, the interest rate assumed is that currently allowed on such accumulations.



BERKSHIRE

LIFE INSURANCE COMPANY

Life, Annuities, Accidents & Health and Hospitalization

HARRISON L. AMBER, PRES.

PITTSFIELD, MASS. • A MUTUAL COMPANY • CHARTERED 1851



MERRY CHRISTMAS FRIENDS... MAY YOU ALL ENJOY A PROSPEROUS NEW YEAR!

Sincerely,

Ray Peterson
President

PACIFIC NATIONAL Life Assurance Co.

411 East So. Temple • Salt Lake City

THE CHRISTMAS CANDLE

— tiny in illuminating power, yet in many ways the most penetrating light in the world. For those who would alter the meaning of American freedom, that glowing flame stands as a symbol of renewed faith in our Creator and in our inalienable right to life, liberty and the pursuit of happiness.

May the light of the Christmas Candle shine on you and yours, wherever they may be, and may we join with you in joy and thankfulness for our many blessings in this great land of ours.



PEOPLES LIFE INSURANCE COMPANY

"The Friendly Company"

Frankfort

Indiana

FIDELITY

A WELL-BALANCED COMPANY



**balance
improves performance**

In Life Insurance, the fine
balance of past history,
present progress and future
objectives is essential to
outstanding achievement.

Fidelity is a well-balanced
company.



**The
FIDELITY MUTUAL
LIFE INSURANCE COMPANY**

THE PARKWAY AT FAIRMOUNT AVENUE
PHILADELPHIA • PENNSYLVANIA

Sales Control Stays With Commanders in Defense Directive

Day Feels Best Bet for N.A.I.C. Now Is Local Cooperation

An advance copy of a new department of defense directive governing commercial life insurance solicitation on military installations has been received by Director Day of Illinois, head of an N.A.I.C. subcommittee appointed to study the situation. As Mr. Day had explained during the recent N.A.I.C. meeting, the department of defense in promulgating this directive turned down the request of the commissioners that the rules be changed to restrict solicitation on ceded military bases to agents and companies licensed in the state where the particular base is located. The defense department directive leaves the control over solicitation to the commanders of ceded bases.

The first general premise of the department of defense directive is that the control of activities of agents is a responsibility of the commander of the installation.

"Minimum Control" Outlined

The directive states the "minimum control" which will be exercised by a base commander over life insurance agents to be as follows:

"Although commanders of installations over which exclusive jurisdiction has been ceded to the United States may permit solicitation of commercial life insurance on their installation if both the company and its agents are licensed in any state or the District of Columbia, in those cases where the state has retained exclusive or concurrent jurisdiction over the installation, the company and the agents must qualify under the laws of that state prior to soliciting business on the installation.

"There will be no solicitation of recruits or of basic trainees.

"There will be no solicitation of personnel being processed at ports of embarkation except by written appointment.

"There will be no mass solicitation at formations or captive audiences.

"There will be no solicitation which will interfere with military duty.

"No emoluments will be offered to or accepted by military or civilian personnel employed by a military department to facilitate transactions.

"Commanders will regulate solicitation within their commands avoiding discriminatory practices.

Ban Non-Federal Forms

"The official use of allotment authorization forms reproduced by a non-federal agency or any official form bearing an unauthorized overprint is prohibited. Personnel officers and disbursing officers will not certify any such forms.

"A commanding officer may ban any agent from his command because of violation of his regulations. When such action is taken, the commanding officer will cooperate with state officials where the state has exclusive or concurrent jurisdiction over the installation. When the United States has exclusive jurisdiction, the commanding officer will

(CONTINUED ON PAGE 19)

Packed House, Frank Talks at L.I.A.'s A. & H. Forum

By ROBERT B. MITCHELL

With additional life companies discovering the A. & H. business almost daily, it was a sure thing that the forum on A. & H. and group coverages that the Life Insurance Assn. of America ran at its annual meeting in New York City would draw a packed house and elicit lively discussion.

The participants spoke frankly and pulled no punches. Those with considerable experience in the A. & H. business while still welcoming newcomers into their bailiwick, were careful to call attention to the pitfalls that a neophyte might stumble into.

Helps All Hands

This freedom of discussion not only had the effect of sharing trade secrets with the newly initiated and the potential converts but was helpful for companies already well established in the A. & H. field. Obviously one of the dangers to the A. & H. business is that enthusiastic newcomers will plunge ahead and fall flat on their faces over obstacles that older heads in the business could have warned them against.

This sort of thing could be quite disruptive to the rest of the A. & H. business. For example, a company might offer benefits of a type that seemed sound but which costly experience had proved either to be impracticable or to be safe only when handled with special precautions. Similarly, a company might go overboard in liberality of limits or smallness of premiums.

Until the perpetrators found out through costly experience the errors of their ways, they could give their competitors a rough time, forcing them either to meet competitive prices and coverages or pass up the business they would like to write.

Warnings Not Wasted

The warnings were not lost on those newly in the A. & H. business or on those thinking about entering it, for most of them had been in the business long enough to have had experience with the old total and permanent disability coverages written at inadequate rates and with over-liberal terms, which were largely the result of competitors trying to outdo each others.

The forum's moderators, Bruce E. Shepherd and Albert Pike, Jr., manager

and actuary, respectively of L.I.A., by their penetrating questions and comments, helped greatly to keep the discussion going on a lively, informal and candid basis.

Mr. Shepherd opened the discussion with a query as to why there has been such an upsurge of interest in the A. & H. business among life companies. Roger Hull, executive vice-president of Mutual Life, said his company had decided to go into A. & H. mainly as a question of service to policyholders. He said Mutual had found that a good many companies were "servicing policyholders through our agents."

COMMISSIONS

Mutual also considers A. & H. a valuable supplement to life insurance commissions, especially for the man just getting started, who needs the type of sale that will produce a quick income.

Also a factor in Mutual's decision was the possibility that socialized medicine would be more likely to gain strength if private insurers failed to meet the need for A. & H. coverages.

As to the attitude of "old timers" in the agency force who felt that A. & H. had no place in life insurance. Mr. Hull said that probably some Mutual Life agents will never do much if anything in A. & H. sales but others will find no objection to it. However, the company's greatest hope is with the new men, who are expected to accept A. & H. with no more question than life insurance.

Frazar B. Wilde, president of Connecticut General Life, tossed a slightly damp blanket over the hopes of those who were expecting big things from their new A. & H. departments. He said Connecticut General has been writing A. & H. since 1912 with results that he termed about neutral, neither a success nor a failure.

"On net balance none of the theories that any of you hold that haven't been in the business will be borne out," he said.

W. T. Grant, chairman of Business Men's Assurance, which started out as an A. & H. insurer, said that B.M.A. puts no pressure on its men to sell any particular type of insurance but wants them to sell what the prospect needs. None of the B.M.A.'s men sells either life or A. & H. exclusively.

Stresses New Agents' Role

"I think the life insurance companies that are going into the A. & H. business are due for a great disillusionment if they think their life agents are going to sell any great amount of accident and health insurance," he said, intimating that such companies will have to rely mainly on new agents for their A. & H. production.

Mr. Grant said it is easy to get A. & H. agents to sell life insurance because they have a feeling that it is a bigger type of business but reversing the process is a lot harder.

Mr. Grant said he likes having the life companies in the A. & H. business because they have a good reputation and may be expected to maintain it. He is not concerned about the market being saturated. He pointed out that A. & H. benefits being paid run about three-quarters of a billion dollars a year, while estimates of losses due to accidents and illness run about \$10 billion a year.

What about losses of personnel who
(CONTINUED ON PAGE 20)

WSB Submits Group Control Criteria to Stabilizer Putnam

Expect Steel Crisis to Force Quick Action on Liberal Regulations

Economic Stabilizer Putnam is expected to put into effect, the first week in January, regulations submitted to him by the wage stabilization board which will permit the writing of group insurance again in large volume. Members of the board have drawn up a document which sets up criteria for judging proposed group life and A. & H. programs. The restrictions agreed upon by WSB members are of a liberal nature that will be pleasing to the insurance people and to labor. It is felt that quick action will be forced on Putnam by the threatening strike in the steel industry.

It is expected that Putnam will first take up the matter with the White House and Charles E. Wilson, mobilization director, with an eye to the steel situation and that the administration will feel compelled to have the health and welfare situation cleared up to provide a possible safety valve in the steel negotiations. When group insurance is unfrozen it will be possible to provide 2½ or 3 cents additional compensation to steel workers by cutting out employee contributions to group insurance. This is enough of a margin to be the difference between strike and settlement and neither the CIO nor the administration nor the steel companies are overlooking this bet.

As this edition went to press, the procedures agreed upon by the WSB were still in document form and in the process of being whipped into a set of regulations. The chance has lessened but still remains that Stabilizer Putnam will wish to hold up issuing the health and welfare regulations until he can act on the pension regulations which have still not been agreed upon by the wage stabilization board. In any event, it is not expected that the pension regulations will be acted upon until fairly late in January, whereas the second week in January is felt to be the very latest waiting period for action on the group insurance portion.

Must File All Plans

The group regulation okayed by the WSB members sets up standards that plans are not supposed to exceed. All plans must be filed with the WSB and if it makes no adverse decision within 30 days the plan is considered approved. If the pattern does not lend itself to measurement by WSB standards or is not clearly within them, it becomes necessary to get affirmative approval. Thus the plan is somewhat different than what was called for by the majority decision in that all plans do have to be filed with the WSB. However, the standards are so liberal that in effect the new plan is decontrol as far as most group insurance submissions are concerned. The plan comes much closer to the labor-public majority on the tripartite panel than to the employer members' minority recommendations.

There has been some concern expressed by the insurance people about the regulations being slanted in favor of Blue Cross hospitalization plans. How-
(CONTINUED ON PAGE 19)



Frederick W. Hubbell, left, president Equitable Life of Iowa, and retiring chairman of Institute of Life Insurance, is pictured at the annual meeting of the institute with the new institute chairman, Robert E. Henley, president Life of Virginia.

H. L. Plumley Heads State Mutual Life; Sedgwick Advanced

WORCESTER—H. Ladd Plumley was advanced Tuesday from vice-president to president of State Mutual Life, succeeding the late George Avery White. John P. Sedgwick, financial vice-president, was elected a director and made chairman of the finance committee.

Mr. Plumley has been in life insurance since graduating from Williams College in 1925. He was with the Travelers group department until he went into



H. L. Plumley



J. P. Sedgwick

the War department fiscal division. He was chief of the life insurance section, with the rank of lieutenant-colonel. He joined State Mutual in 1945 to become head of the newly organized group division. Under his administration the growth of State Mutual group coverages has been rapid. He was made a vice-president in 1947, a director in 1950, and last March was delegated the responsibilities of the president during Mr. White's absence.

Mr. Plumley is the author of the War department group insurance rating plan and "Budgeting the Costs of Illness." He is former chairman and currently a member of a committee on war problems affecting group insurance jointly appointed by the American Life Convention and the Life Insurance Assn. of America. He is also a member of the social security committee of the U. S. Chamber of Commerce.

A frequent speaker at life insurance gatherings, Mr. Plumley recently addressed the Maine Life Underwriters Assn. He is active in civic affairs and was general chairman of the 1951 Worcester United Church Canvass.

Mr. Sedgwick also attended Williams College and received a master's degree in business administration from Harvard, where he later was made assistant dean of the business school and instructor in finance. He served overseas in the first world war. From manager of the statistical department Old Colony Trust Co. in Boston, he joined the investment firm of Loomis, Sayles & Co. in 1929, where he served as vice-president and director.

In 1947 Mr. Sedgwick was retained by State Mutual as a part-time investment consultant and in 1948 became full-time head of its financial division, with the title of financial vice-president.

To Release Answers on Questionnaire in January: Patman

WASHINGTON — Rep. Patman (Tex.), chairman of a subcommittee on general credit control and debt management, will release answers to the subcommittee's questionnaire early in January. Subcommittee hearings are planned for early March.

Rep. Patman thanked life insurance company executives for their cooperation on the questionnaire. He said nearly 400 replies were received, or about one



S. J. Hay (left), president of Great National Life; J. Howard Oden, president of North American Reassurance, and Claris Adams, president of Ohio State Life, at the Institute of Life Insurance meeting in New York City.

reply for each three persons receiving the questionnaire.

Data from the replies is being extracted and summarized for inclusion in the subcommittee report. Answers from government officials will be included in full.

Fight Plan to Submerge D. C. Department

WASHINGTON — Local insurance interests, fighting a new plan for reorganization of the District of Columbia government are expected to appear at a hearing before the D. C. commissioners

Dec. 21 and also file briefs.

Ed Schmuck, counsel Acacia Mutual Life, heads a committee representing all segments of the business. Other members are: V. Manning Hoffman, Firemen's; Leo Goodwin, Government Employees; William A. d'Espard, District of Columbia Assn. of Insurance Agents; John J. Outcalt, District of Columbia Life Underwriters Assn.; Charles M. Boteler, Mutual Insurance Agents Assn.; Howard Starling, Insurance Managers Assn.

The committee feels the D. C. insurance department should not be deprived of independent status and merged with a proposed new department of commerce.

Prudential Buying Empire State Building Site

NEW YORK—Prudential has virtually completed negotiations to buy the site occupied by the Empire State building, world's tallest structure, for \$17 million and lend \$15½ million to a syndicate that is buying the building and taking a long term lease on the land. The closing is set for Friday.

The deal involves retiring Metropolitan Life's mortgage on the property. The mortgage, negotiated before the building was put up 20 years ago, had been reduced to somewhat more than \$15 million.

The plan calls for Prudential to buy the land from the syndicate which is purchasing the building and land from the present owners. The principal owner is the estate of John J. Raskob, financier and former treasurer of the Democratic party, who died last year. He was said to have controlled about 95% of the Empire State building stock. The leases, including options to renew, totaled 99 years. Heading the syndicate are Roger S. Stevens and Alfred R. Glancy, Detroit investment men, and Ben Tobin, Hollywood, Fla., hotel owner.

Worth \$51½ Million

The Empire State building and the land it occupies are said to be worth about \$51½ million, although if the building had to be reproduced at today's prices it would bring the building-plus-land figure to \$60 to \$65 million.

The Empire State building figured prominently, although briefly, in the Temporary National Economic Committee's investigation of life insurance a dozen years ago. Metropolitan Life officials were quizzed about the size of the mortgage and the rate at which it was being amortized. Opened in 1931, when the great depression was approaching its depths, the building was anything but an early financial success. Many floors were completely vacant because of the lack of demand for space. It was jocularly known as the "Empty State building." Another gag was to the effect that a light had been seen in the haunted house at Fifth avenue and 34th street.

250 Salute Stone On Retirement As Neb. Director

LINCOLN, NEB. — Bernard R. Stone, retiring insurance director of Nebraska, was honored at a dinner held under the auspices of Insurance Federation of Nebraska here Tuesday. There were 250 present. Five minute talks were given by Frank Sullivan of Kansas, president of N.A.I.C.; Henry Moser, general counsel for Allstate; Ford Taft of Wyoming; Chase Smith, general counsel for the Kemper companies; Superintendent Bohlinger of New York; V. J. Skutt, president of Mutual Benefit H. & A.; Robert Dineen, vice-president of Northwestern Mutual Life.

Gov. Val Peterson expressed his regrets on losing Mr. Stone from the department. Director-Designate Lauren Laughlin indicated the difficult job he had in replacing Mr. Stone.

The federation through President E. J. Faulkner of the Woodmen Accident who was toastmaster presented Mr. and Mrs. Stone with a silver service which was graciously acknowledged by them.

Preferred Ups Fagerquist

Preferred Life of Dallas has appointed George Fagerquist A. & H. claims supervisor. Mr. Fagerquist has several years' experience with other Dallas companies. He is a graduate of the University of Texas and a veteran.



We've got to stay excited!

As we approach the new year, the time is eminently ripe for every underwriter to pause and seriously ask himself, "Just how excited am I about this product I sell? Do I stay excited about the unlimited opportunities for serving my fellow man and for achieving excellent financial rewards?"

The life underwriter cannot perform in proportion to his true abilities unless he is excited about his job. He must believe unequivocally in the superiority of life insurance as a medium of family protection, sound investment, and financial provision for old age.

Let your opportunities as a life underwriter stir you to a new and deeper excitement and a continuing enthusiasm for your job.

INSURANCE IN FORCE DECEMBER 1, 1951—
\$536,005,260



COMMONWEALTH Life Insurance Company

HOME OFFICE • LOUISVILLE, KY.

L.I.A. Reports Life Money Increasingly Goes Into Defense

46% at October's End Compares With 37% on April 30

Releasing data on life insurance companies' loan and investment commitments, Federal Reserve Board Governor Powell called attention that "there has been an increase in the proportion of life insurance company funds earmarked for the financing of defense and defense-supporting activities."

A statement of the national voluntary credit restraint committee showed that roughly 46% of total \$4 billion commitments of 45 life insurance companies outstanding at October's end were to borrowers classified by reporting companies as defense or defense-supporting, compared to about 37% of total commitments as of April 30, 1951, to that class of borrowers.

The statement continues: "Since life insurance company financing commitments frequently extend over a long period of time, any shift from the non-defense and defense-supporting categories would of necessity be gradual. However, figures on new commitments entered into, whose collection was begun in September, reveal an increase in the proportion of defense and defense-supporting to total new commitments from 46% in September to 48% in October. So far as new commitments made to finance defense and defense-supporting activities are concerned, the data reveal that from September to October there was a decline in those to railroads and public utilities, whereas those to "business and industrial concerns," primarily manufacturing companies, increased sharply both in absolute amount and in relation to total new commitments of all types.

L.I.A. Compiles Statistics

"These and other relevant statistics on the lending and investment activities of life insurance companies have been compiled for the national voluntary credit restraint committee by the Life Insurance Assn. From reports submitted by 45 companies whose combined assets represent 85% of all life insurance company assets. These data do not permit a full appraisal of the voluntary credit restraint program as applied to life insurance companies, since they do not cover loans and investments deferred in accordance with the principles of the program. Nevertheless, they constitute a new and important source of information on the lending and investment activities of one of the major groups of financing institutions.

Investments Declined

"Between the end of April and the end of August outstanding commitments of the 45 life insurance companies declined by roughly \$750 million. Of this amount \$420 million was accounted for by residential real estate mortgage loan commitments and roughly \$240 million by other non-defense financing commitments. As commitments for individual business mortgage loans of less than \$100,000 and foreign securities marketed for United States dollars were first included in the September figures, the increase in outstanding commitments during September is not indicative of trends in life insurance company lending and investment activities. However, comparison of the September and

(CONTINUED ON PAGE 8)



At the Institute of Life Insurance meeting in New York City: Robert Taylor (left), agency manager at the Jefferson Standard home office; A. H. Thiemann, assistant vice-president of New York Life, and Donald F. Barnes, director of publicity and advertising of the Institute.

Another French Mission Scheduled

As a result of the E.C.A.-sponsored mission of a group of French insurance men to the United States last summer, an organization has been formed in France known as the action committee for productivity in the insurance business. It has raised money for a second mission of French insurance experts to come to this country and study U. S. methods.

The leader of last summer's mission, Georges Tattevin, was in New York recently making arrangements for the

second mission. He is general manager of La Confiance, Compagnie Generale d'Assurances, and Le Patrimoine.

Volunteer State in Okla.

Volunteer State Life has been licensed in Oklahoma. L. B. Selman of Tulsa has been appointed general agent.

Wis. Natl. Agency Heads Confer

Thirty-five general agents and supervisors of Wisconsin National Life attended a two-day meeting at the home office to discuss plans and procedures in agency management for 1952 with company officials.

Maiden Midyear of California Assn. Proves Fruitful

BAKERSFIELD, CAL.—The first midyear meeting ever held by the California State Assn. of Life Underwriters drew an attendance of 120 local association leaders from all over the state and was pronounced a custom worth repeating by all those participating. High point of the meeting was a speech at the annual banquet by United States Senator William F. Knowland of California, who placed himself solidly behind Gov. Warren as candidate for president.

M. A. Hicks, president of the Stockton association, was successful in winning a vote to hold the annual meeting of the association in his city on June 19-21.

Evidence of the momentum of the membership drive of the California association was presented by Jack White, Los Angeles, regional vice-chairman of the membership committee of N.A.L.U., who announced that California membership is now at 3,621 as compared to 3,548 at Dec. 31, 1950. Most of the 19 local associations in the state have shown membership increases despite the entrance of some members of the profession into the military forces.

The two-day session was presided over by Frederick A. Schnell, Penn Mutual, Los Angeles, president of the state association. Plans were discussed for advancing the L.U.T.C. training programs. The date was set at Jan. 17 for the annual sales congress in San Francisco and it was agreed that a similar session would be held in Los Angeles the last week in February, with a specific day to be set later.

Intense Legislative Interest

Considerable interest was shown in the report of Kellogg Van Winkle, Equitable Society, Los Angeles, national committeeman and chairman of the legislative committee. Discussion following a report in which he treated national problems and the successful role of N.A.L.U. in legislation in Washington this year centered on such local problems as the spread of "Green River" legislation to prohibit door-to-door canvassing in cities and towns. Mr. Van Winkle said there are two concepts, one which may be unobjectionable to life insurance people and that would limit the door-to-door sale of goods, wares, and merchandise of a tangible sort. The second type of restrictive local legislation which Mr. Van Winkle characterized as objectionable to life insurance men prohibits house-to-house canvassing of any type for the selling of goods, services or anything of value.

He reported that the rewriting of the fraternal life code was a major accomplishment which has placed fraternal activities more directly under the control of the commissioner. While the association would like to see further restrictions upon licensing, he said it is now a fact that for the first time full-time agents of fraternalists must pass the same license examinations that life insurance agents do.

The legislative chairman commented that, as predicted, the life insurance development of the Bank of America has had an unfavorable record of accomplishment and has been quietly laid to rest. He reported that the association obtained a number of safeguards against the bank, including limitation of amounts which could be written through the bank plan to \$5,000, whereas the previous limit has been \$30,000. A reasonable time limit for payment was also written into the statutes, he said.

He reported that the matter is very much alive even though a bill was defeated which would have permitted any association in California to apply for group life insurance. This so-called bar

(CONTINUED ON PAGE 8)

Vast Possibilities

The pioneers of the radio business are still living and working today. In fact, there are a great many people working in insurance offices who were pioneers of the radio business, because when radio was getting on its feet much of the experimentation was carried on by amateurs. Today thousands of people make their living out of contributing service or material to the radio business or its offspring, television.

While prospecting, underwriters have to think of the vast possibilities of expansion out of something starting today. We need not think necessarily of electronics. There need not even be possibilities of great expansion, but rather of simple multiplication. There is the case of the young men who made a dream come true of a business of delivering direct to the home a packaged meal for your dog. Nowadays there are quite a few canine catering businesses.

Underwriters with an open eye look about them and see the values of new services, new enterprises. There is nothing wrong with the continuance of old enterprises. On the other hand, there is plenty of room for new ones which often come out of the old.

THE PENN MUTUAL LIFE INSURANCE CO.

MALCOLM ADAM
President

INDEPENDENCE SQUARE, PHILADELPHIA

Prudential Strike Enters Its 3rd Week; Negotiators Meet Again at New York

Another attempt to end the strike of Prudential agents in the Insurance Agents International Union, AFL, got underway late Tuesday afternoon in New York.

The meeting was called by Thomas F. Dougherty of the Federal Mediation & Conciliation Service.

As the strike continued through its third week these developments took place:

The company has charged the union with trying to mislead the public into supporting the strike with propaganda suggesting that some agents earn only \$35 a week. The company says it hasn't a single \$35 a week district agent on its payroll.

Release Income Figures

The company released a complete tabulation of weekly cash earnings of the 15,419 district agents who worked the first nine months of this year. The figures do not include more than \$11 weekly average per agent in welfare benefits paid by the company.

The table indicates that 7,061 agents

were earning \$100 per week or more in cash, while only 153, less than 1 out of 100, received less than \$60 per week, the lowest being \$47.50 per week. The company says "The union knows that this \$35 guarantee applies to only one of six different kinds of commissions pay the agent receives."

Company figures, exclusive of welfare benefits, show that 153 agents or 1% receive between \$47.50 and \$60 weekly; 2,386 or 15.5% between \$60 and \$80 a week; 5,819 or 37.7% between \$80 and \$100 a week; 4,535 or 29.4% between \$100 and \$120 a week; 1,707 or 11.1% between \$120 and \$140 a week; 543 or 3.5% between \$140 and \$160 weekly; and 276 or 1.8% earn more than \$160 weekly.

Insurance Superintendent Alfred J. Bohlinger of New York issued a statement similar to that of Commissioner Gaffney of New Jersey a week earlier in which he said he had no authority to declare a moratorium on the payment of weekly premium policies. He urged policyholders to continue paying their premiums and mentioned the grace

period provisions, nonforfeiture benefits, and conditions for reinstatement, in outlining how their rights are protected. He said that his investigation disclosed that the company had continued all policyholders' services, such as payment of claims, as heretofore.

President Carol M. Shanks met earlier Tuesday with New Jersey AFL union leaders in an effort to settle the strike. The meeting was proposed by Louis P. Marciantie, president of the state federation of labor. Other union executives also attended the meeting. Earlier the union had predicted that the AFL building trades mechanics and maintenance men employed at the home office would not cross the picket lines to work there effective Dec. 17. However, the maintenance men went through the line explaining that they would continue to do so until the strikers had received pledges from the AFL printers and book binders union whose men have continued to work at Prudential despite the strike. Some of the building trades mechanics who had been staying away from work since the walkout began returned to work.

Propose Moratorium in Pa.

A bill was introduced in the Pennsylvania legislature to declare a moratorium on all industrial insurance premiums of companies involved in agents' strikes until 10 days after settlement of such a dispute. The bill, which was referred to committee, was submitted by Democratic Senator John F. Byrne, Philadelphia, at the request of the striking union. For some unexplained reason the bill extends state police protection to policyholders.

At Buffalo, Prudential withdrew an application for an injunction against Local 78 of the striking union after a conference of attorneys with State Supreme Court Justice Paul J. Batt. The company had charged that the union pickets were telling policyholders that policies would not be lapsed for non-payment of premiums during the strike. Union attorneys stipulated that pickets would thereafter inform policyholders that premiums had to be paid before the end of the regular grace period and the application for the injunction was withdrawn.

ADVERTISING ANGLES

The company, in addition to spot radio broadcasts throughout the country, has been running 1,000 line ads in some 160 newspapers.

When it first appeared that the strike would be called, according to "Advertising Age," the Prudential's advertising agency, Calkins & Holden, Carlock, McClintock & Smith, sent out ads to newspapers in cities where the company's unionized agents have their greatest strength, with instructions to hold the mats for telegraphed orders. When the strike went into effect Dec. 3, wires were sent to these newspapers to run the ad in the earliest available spot.

More cities were added to the list as reports came in from the district offices.

Give Company's Position on Strike

The ads give the company's position on the strike and advise policyholders to pay their premiums at district offices or by mail where, they are informed, they will find other company services available.

Wherever a field office called in to say that premiums were not being paid by mail in the volume expected or that they were being sent in with forms incorrectly filled out, the agency immediately scheduled additional 1,000-line ads in the area, instructing policyholders on the proper procedure "if the agent didn't call." The "if" was necessary because the strike hasn't been uniformly effective in all areas. Policyholders in many union cities have been contacted regularly by their agents.

Then the agency scheduled a repeat of the first ad in the same papers and

(CONTINUED ON PAGE 7)

13% Rise in Nov. Ordinary Sales, Group Drops 49%

Ordinary life sales in November totaled \$1,556,000,000, up 13% over November, 1950 according to L.I.A.M.A. Group sales at \$437 million were down 49% from the same month a year ago, and industrial of \$453 million was negligibly down from November, 1950. Total sales for the month were \$2,446,000,000, down 9% against November, 1950.

Figures for the first 11 months showed ordinary of \$16,061,000,000, up 4%, group \$3,913,000,000, down 29%, industrial \$4,978,000,000, down 1%, for a total of \$24,952,000,000, down 4% from the first 11 months of last year.

CIO Urges Comprehensive Social Insurance Under Federal Government

WASHINGTON — Urging establishment of a "comprehensive social insurance system which provides adequate security for the entire nation," the CIO, in its current Economic Outlook publication, says:

"Benefits and coverage of the federal social security act can be considerably broadened from the growing reserves of the federal insurance fund. Every American should be covered, and the benefits should be increased to provide more adequate protection for the aged and survivors.

"The disabled should be included, and insurance against the costs of medical care should be added along with other elements of a national health program."

The CIO also added that employers "should be required to absorb, as a legitimate cost of production, . . . insurance against unemployment and industrial accidents and deaths."

State programs in social insurance fields should be merged into a national system providing uniform benefits and universal coverage, according to the article.

Benefits paid to mothers and children survivors under OASI are described as "woefully inadequate."

"Shortcomings" in disability and health insurance programs are cited. Although progress has been made, CIO says millions are on relief "because we have failed to fight hard enough in the battle against disease and disability" and other conditions or factors.

Estimate Record Sales

Consumer Credit Insurance Assn. estimates that sales in credit life insurance will exceed \$3,700,000,000 this year, while A. & H. coverage will total about 10 million separate policies. The estimated record sales in credit insurance represent an increase of more than 40% over 1950, and the increase in A. & H. will reach about 150%, according to the association.



Two officers of L.I.A.M.A. at the Institute of Life Insurance meeting in New York: Harry S. McConachie (left), vice-president and superintendent of agents of American Mutual Life and president of L.I.A.M.A., and Charles J. Zimmerman, L.I.A.M.A. managing director.



Well, maybe it is exaggerated—slightly. American United representatives DO get out and hustle. But this much of the picture is true: American United men are RELAXED.

They are relaxed, because the emphasis is on "how good" and not on "how much"; because the Agency Department is geared to the thinking in the field; because field problems are reconciled with Home Office thinking; because sales tools are designed by successful, experienced men and not dreamed up by swivel-chair experts.

American United is going places . . . with a "size" that is big enough to be big and small enough to retain that friendly, human touch.



AMERICAN UNITED LIFE INSURANCE COMPANY

HOME OFFICE, FALL CREEK PARKWAY AT MERIDIAN ST.

INDIANAPOLIS, INDIANA

Seek Change in Bill That Hurts Retirement Market

Life insurance legislative experts hope to have modified a federal bill which will change the income taxation of lawyers and other professional persons who are independent contractors so that life insurance companies may qualify as media in which these persons can invest for their retirement.

Unless they are successful, lawyers and other independent contractors may be largely removed from the agent's market for retirement income sales.

Special Tax Deductions

The plan is getting special support from the legal profession although it affects doctors, accountants, farmers, sole proprietors and others as well. The bill introduced in the last session of Congress would permit them to obtain a tax deduction for limited amounts paid into a so-called "restricted retirement fund" sponsored by a bona fide business or professional organization of which they are a member. The annual deduction would be limited to the lesser of \$7,500 or 10% of "earned net income."

The current legislation provides that this fund will be administered by a bank as trustee which would have the power to invest and reinvest the contributions in "legal" investments. No retirement benefits would be payable prior to age 60 except in cases of permanent and total disability. At age 60 or later, each participant would have an option of taking his benefits in a lump sum, in a series of annual payments, or in the form of an annuity policy with or without survivorship option and guaranteed minimum payments.

No Insurance Provision

The trouble with the bill thus far is that it does not contain a clause permitting life companies to underwrite the retirement income program.

Lawyers country wide are being urged to support the program. The New York State Bar Bulletin for October devoted a full page to an article urging lawyers to support the plan when it comes up for discussion at the 1952 session of Congress.

The legislation would permit the lawyers and other professional persons to secure postponement of the federal income tax on a portion of their earned income set aside for their own retirement. The Bulletin says that such persons, because of the existing high surtax rates, find it difficult, if not impossible, to set aside any income after taxes for their old age. Moreover, it says, as self-employed persons, they are not able to qualify for the preferential tax treatment now accorded company financed pension plans meeting the requirements of Section 165 of the Internal Revenue Code.

The New York Bar has paid considerable attention to the bill. In cooperation with the American Bar Assn. and the Assn. of the Bar of the City of New York, the legislation was introduced in the house of representatives last year by Congressman Keogh and Reed of New York. Later it was proposed by Senator Ives of New York as an amendment to the 1951 revenue bill.

Plan Widely Supported

The plan has the active support of the American Bar Assn., and of many other professional organizations such as the American Medical Assn., the American Dental Assn., the American Institute of Accountants, and the Authors League of America.

While the bill was not favorably acted upon by the Congress at its last session, it has widespread and bipartisan support. The Senate finance committee referred the proposal to its technical staff for study and later report. The

New York State Bar Bulletin, writing of the plan, says "whether the plan ultimately becomes law depends in a large part on the extent to which those affected by it make known to their Congressmen and Senators their interest in having it enacted. You can assist by writing your Congressmen and Senators today and by getting your local bar association to petition Congress for its enactment. It will also help if you will call the plan to the attention of those in other professions or businesses that may be affected by it and

get them, directly and through their business and professional organizations, to make known their interest to Congress."

Under the plan outlined in the bill, if the lump sum method of distribution of proceeds were elected, the amount would be taxed when received at capital gain rates, that is, not to exceed 25%. Under the other optional methods of distribution, the recipient would be taxed at ordinary income rates as and when he received his distributions. It is contemplated that at age 60 or

later his preferred income will fall into lower surtax brackets since his earnings will either have ceased or have passed their peak.

Unless efforts to amend the bill are successful, lawyers and other independent contractors may be largely removed from the agents' market for retirement income sales.

Robert A. Scanlon has been appointed a regional group supervisor of Occidental Life of California, with headquarters at Cincinnati.

... Connecticut Mutual's new single premium deferred annuity

The Connecticut Mutual has now added this important and valuable contract to its wide array of annuity contracts. The Single Premium Deferred Annuity is designed for the prospect who wants to pay a single premium now for an income starting some time in the future. It is a contract with emphasis on income.

- LIBERAL OPTIONS
- FLEXIBILITY
- \$150,000 LIMIT
- PARTICIPATING
- DEATH BENEFIT

FEATURES OF THE SINGLE PREMIUM DEFERRED ANNUITY

LIBERAL OPTIONS — Three income options available:
Life annuity with instalment refund.
Life annuity with ten years certain.
Life annuity without instalments certain.

FLEXIBILITY — The annuitant has a broad range of deferred periods and maturity ages from which to choose. It is also possible for the annuitant to elect a somewhat smaller income to start prior to maturity under any one of the retirement options. In order to provide a maximum income, there are no cash or loan values.

HIGH LIMIT — Connecticut Mutual will accept up to \$150,000 as a single premium.

PARTICIPATING — The new contract participates in annual dividends up to the time income payments become due. Dividends may be taken annually in cash, or accumulated and used to provide additional life income.

DEATH BENEFIT — In case of death before maturity, premium plus accumulated dividends are returned.

OTHER ANNUITIES AVAILABLE

Single Premium Immediate Annuity:
(1) Life annuity with instalment refund.
(2) Life annuity with ten years certain.
(3) Life annuity without instalments certain.

Single Premium Joint and Survivorship Annuity:
Without instalments certain.

Annual Premium Annuity:
Retirement benefits with ten years certain (automatic).
Wide range of elective income options.
Participating.
Cash Values.



The CONNECTICUT MUTUAL
LIFE INSURANCE COMPANY • HARTFORD

Ylvisaker Directs Medical Bureau

Dr. Lauritz S. Ylvisaker, vice-president and medical director of Fidelity Mutual Life, has been elected chairman of the Medical Information Bureau succeeding W. J. Adams, secretary of Canada Life. Dennis N. Warters, executive vice-president of Bankers Life of Iowa has been elected vice-chairman.

New members elected to the committee are Dr. Edgar W. Beckwith, medical director of Equitable Society; Dr. Richard C. Montgomery, medical officer Manufacturers Life, and Ronald G. Stagg, president of Northwestern National Life.

Continuing as members of the committee are: Berkeley Cox, counsel for Aetna Life; Leigh Cruess, vice-president and actuary of Mutual Life of New York; Walter Tebbetts, vice-president of New England Mutual Life, and Dr. Ennion S. Williams, medical director of Life of Virginia.

Gorman Advanced by L.I.A.

Manuel M. Gorman, who since 1949 has been assistant counsel of Life Insurance Assn. has been elected assistant general counsel. He has been specializing in anti-trust questions.

Prior to joining the association's staff, he was special assistant to the U. S. Attorney General, as chief of the special litigation section of the anti-trust division. He had been engaged in anti-trust work since 1938.

Direct S.M.U. Course at Five-Year Mark



Here are the men behind the Institute of Insurance Marketing at Southern Methodist University. Seated is Travis T. Wallace, president Great American Reserve, who has just been reelected president of the S.M.U. institute. Left to right are L. Mortimer Buckley, general agent New England Mutual, secretary-treasurer; O. Sam Cummings, state agent for Kansas City Life, chairman of the executive committee and Joe Woodward, Southland Life, vice-president of the institute.

The S.M.U. course has ended its first five years of successful operation with nearly 1,000 graduates. A. R. Jaqua, director, reports that during the five-year period, 18 basic and 17 senior classes have been held.

In addition, 115 men have attended one-week indoctrination classes, and 732 have attended one- or two-week seminars held under the supervision of the institute. "More than 75% of all graduates are still in life insurance," Mr. Jaqua reports.

Life Advertisers to Meet Sept. 29-Oct. 1 at Montreal Round Table Dates Set

NEW YORK—The Life Insurance Advertisers Assn. will hold its 1952 annual meeting at the Mount Royal Hotel, Montreal, Sept. 29-Oct. 1, it was decided at a meeting of the executive committee held here. A. L. Cawthorn-Page, Metropolitan Life, Canadian head office, has appointed Morgan S. Crockett, secretary of Excelsior Life as general chairman.

The L.A.A. eastern round table is scheduled for March 27-28 at the St. Moritz hotel, New York City. Harvey Kesmodel, Sun Life of Baltimore, is chairman.

The north central round table will be April 17-18 at the Park Plaza hotel, St. Louis, with John P. White of Lin-

coln National as chairman.

Joseph Locke, Gulf Life, is chairman of the southern round table which will be held at the Jung hotel, New Orleans. Dates will be announced shortly.

Nurse Rules Against Physicians Health Service

Superior Judge P. Nourse has handed down a decision denying the petition of Physicians Health Service to set aside the order of conservation recently made by the superior court directing Commissioner Maloney as conservator to take over the affairs of the service. In his decision, in which he denied all points advanced by the petitioner and at the same time denied attorney fees, the court said at one place, "the insurance commissioner not only had the right to take over this association, but he would have been derelict in his duties had he not done so."

Health Service in its petition sought to set aside the conservation claiming it did not come under the provisions of the insurance code and ordered to have its affairs returned to its management. Unless further action is taken by the Health Service, the next step will be for the commissioner to apply for a writ of liquidation.

Health Service is the second of what has been termed "fake medical associations" taken over by the department in its effort to rid the business of this class of organization.

Cleveland A. & H. Men Elect

Russell K. Kriss, general agent of Security Mutual Life, has been elected president of Cleveland Assn. of A. & H. Underwriters, succeeding William A. Knight, Federal Life & Casualty, who becomes chairman of the board. W. S. Steyer, Massachusetts Indemnity, was named vice-president.

Mr. Kriss has been in the insurance business for 30 years, starting with Guardian Life in 1920, and seven years ago was made general agent for northern Ohio of Security Mutual.

Complete personal insurance service!

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| | <input checked="" type="checkbox"/> Reinsurance |

Registered Life Protection

Republic National Life Insurance Company

Theo. P. Beasley, President

Home Office: Dallas

Life insurance in force exceeds \$345,000,000.00

Income!

yours and your client's
Protect his - Improve yours

NON - CANCELLABLE A & H

- Seven completely new plans
- Non-Aggregate
- Renewable to 65
- House confinement never required
- Non-medical privilege
- Two broad occupational classes
- Commercial A-D and E-F

Several new agency openings
due to expansion program.
Write to Norman T. Carson,
Agency Vice President.

SECURITY MUTUAL
Life Insurance Company

Home Office: Binghamton, N. Y.

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Prudential Strike Enters Third Week

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is contemplating a third insertion, this time eliminating any explanation of the reasons for the strike and emphasizing instructions to policyholders.

Apparently the advertising agency has been deluged with wires and phone calls from newspaper representatives to the effect, "There's a picket in front of your office here, why don't we get an ad?" The agency has been explaining that ads are being placed solely on the basis of amount and accuracy of premium returns.

It is still too early to tell what Prudential's cash outlay in strike advertising will be. That will depend on how long it endures.

Since money that would normally go to the payment of collection fees for agents can be diverted to the newspaper and radio advertised requests for premium payment, and presumably would be less expensive, the company has leeway on the amount it wishes to expend on the strike advertising.

N. Y. Policyholder Suit

Negotiations between Prudential and the union continued through Wednesday. Meanwhile in New York Supreme Court three policyholders filed a \$5 million suit to test the right of the company to require direct premium payments during a strike.

The complaint said the company is obliged to have an agent collect the premiums and that its advertising is an illegal expenditure.

The suit asked that the company be enjoined from inserting the ads in newspapers and on radio stations.

It was apparently instigated by the union to cut premium collections and bolster its case. It was filed by Roland Watts, W. B. Kane and F. G. Shelton who did not indicate their addresses nor whom they represented.

Commissioner Allyn of Connecticut has turned down an AFL request for a moratorium on payment of premiums. Mr. Allyn said that there is no state law permitting him to declare such a moratorium. He said that Prudential policies generally give a four-week or 31 day grace period for payment of premiums, but stated that it is the duty of the policyholder to send or deliver premiums to company offices when agents fail to call for these premiums. Some Prudential agents have filed claims with the Connecticut state labor department stating the company is illegally withholding wages earned before the beginning of the AFL agents' strike. The company has denied the charges, according to the labor department.

Panels Feature Nebraska Insurance Institute Meet

Seven panel discussions featured the December meeting of Insurance Institute of Nebraska at Lincoln.

Co-chairmen of the actuarial and accounting panel were L. B. Webster, Jr., Lincoln Mutual Life, and H. L. Jones, Jr., Guarantee Mutual. Other panel co-chairmen were: Agency and agency secretaries, E. A. Frerichs, Security Mutual of Nebraska, and R. J. Taylor, United Benefit Life; health and accident, J. J. McCuiston, Woodmen Accident, Al Hansen, Mutual Benefit H. & A.; investment, Ralph C. Lawrence, Lincoln Mutual, A. B. Olson, World; personnel and planning, Glen Thompson, Woodmen Accident, D. A. Stivers, United Benefit Life; policyowners service, Lloyd Johnson, Union National Life, Raymond J. Kane, American Reserve Life, and underwriting, W. E. Price, Bankers Life of Nebraska, Robert W. Deems, Woodmen of the World.

Life & Casualty has appointed Kenneth W. Hadley district superintendent at Nashville. Mr. Hadley joined the company in 1938.

Bushnell New Ariz. Commissioner

George Bushnell is the new insurance director of Arizona. He takes the place left vacant by the death of Roy Rummage. Mr. Bushnell has been an examiner in the department.

Plan Washington U. Courses

John A. Dugan, General American Life, president of the A. & H. Underwriters

Assn. of St. Louis, plans to call a meeting of the officers and directors of that association early in January to consider plans for effecting an arrangement with Washington University of St. Louis to conduct an A. & H. sales course patterned along the lines of the three-day pilot run of the disability insurance sales course of the International association recently held at the University of Illinois.

Provident L. & A. is erecting a 42-foot lighted weather beacon atop its home office building at Chattanooga.

Christmas Party at Wichita

Kansas Assn. of A. & H. Underwriters held its Christmas party at Wichita Dec. 17 with Rev. William A. Hubbard, pastor of the College Hill Methodist Church as speaker. A collection was taken for the Christmas Clearance Bureau.

Roanoke district of Peoples Life held a banquet for 300 people at which awards were presented for service. D. R. Hoover, Washington superintendent, was the evening's speaker.



It's Christmas

It's Christmas! Can't you tell? There's a glowing tree in every window - mistletoe strategically placed to capture the unaware - gay paper sheathing mysteriously shaped objects and sheltering their contents from the inquisitive eyes of the young ones.

Succulent goose sizzling on the platter, cranberry traces on children's faces and a few loosened belts testify to the "mmm" goodness of the Christmas feast. Later, after the squeals of delight over gifts have subsided and the crumpled and torn wrappings are

swept to one side of the room, the family gathers around the piano to sing the hallowed carols that remind everyone of that first Christmas long ago.

The Minnesota Mutual Family is happy, also. Their satisfaction comes from knowing that on the day of days - Christmas - They have helped in their own way to give a feeling of security to many families - families who without their help might never know such a peaceful and contented Christmas.

The Minnesota Mutual Life Insurance Company

ST. PAUL 1, MINNESOTA

Organized 1880

Life Contributions to Defense Rising

(CONTINUED FROM PAGE 3)

October commitments totals reveals a moderate increase during the latter month.

"Financing of plant and equipment expansion accounts for the greater part of the proposed uses of funds by borrowers in non-defense industries: the same is probably true for borrowers in defense and defense-supporting in-

dustries, since those which are engaged in extensive expansion of productive capacity, including railroads, electric and gas utilities, and manufacturers of iron and steel, machinery, petroleum, and chemical products, accounted for a large proportion of commitments outstanding at the end of October.

"Of the \$4 billion dollar total of life insurance company commitments outstanding on Oct. 31, it was estimated by the reporting companies that \$2.5 billion would be taken down within the ensuing six months. In the case of business other than railroads and public utilities, about half of the commitments

outstanding at the end of October are expected to be taken down sometime after April 1952: for most other borrowers, the bulk of their outstanding commitments are expected to be taken down during the fourth quarter of 1951 and the first quarter of 1952."

Tables accompanying the statement show that at October month-end, 45 companies' commitments to acquire loans and investments included \$50 million state, provincial and local government securities. Defense total is \$1.867 billion, including public utilities \$395 million; railroads \$203 million; \$1.268 billion to business and industrial concerns. Total non-defense, \$2 billion, including business and industrial concerns, \$944 million; farm purchasers, \$96 million; non-farm home purchasers, \$1.708 billion.

Break Down of Commitments

October 31 commitments to business and industrial concerns included bonds, notes and debentures, \$1,506 billion; real estate mortgages, \$535 million; real property, \$170 millions. Purpose of such financing is given as including plant and equipment, \$595 million; working capital, \$132 million; retirement of bank debt, \$47 million; refunding of other debt, \$65 million; all other purposes, \$103 million.

Of commitments to non-farm purchasers Oct. 31, \$452 million represented FHA-insured mortgages; \$315 veterans administration-guaranteed, \$310 million "conventional."

First Cal. Midyear Proves Fruitful

(CONTINUED FROM PAGE 3)

association bill would have thrown the gates wide open to all sorts of wild-cat group writers, he said. The state association is endeavoring to confer with representatives of the bar association on the matter of group life insurance as well as other matters of controversy, particularly those relating to the illegal practice of law by life insurance agents.

He reported the association has had some trouble in the matter of the Consumers Cooperative Society of Palo Alto, who are writing life insurance in the capacity of agents or representatives. He said the matter is now before the commissioner and as soon as a ruling is handed down, the association will know how to proceed.

According to Mr. Van Winkle, there is a continuing problem of out-of-state life insurance companies writing by mail even where licensed in California. The case in point is that of Cuna Mutual. So far the association has been able to develop nothing which would enable the commissioner to act.

Investigate Twisting Statute

Mr. Van Winkle brought up the case of Collins vs. Caminetti in the superior court of California in which the court decided that an agent who had been deprived of his license by the commissioner for twisting should have the license restored. The judge's reasoning was that, although it had been proved and was admitted that the agent had persuaded a policyholder to drop an existing life insurance policy and take out a new one with him, he had not used misrepresentation in so doing. The actual misrepresentation must apparently be proved in order to be a proper cause for cancellation of an agent's license in California, the legislative committee concludes. Mr. Van Winkle said that the committee is considering whether or not it should take action to stiffen the statute.

R. Edwin Wood, Phoenix Mutual, vice-president from San Francisco, opened the sales congress with a talk in which he characterized programming as professionalizing the operation, building clients and leading to repeat business with old customers. "It is the quickest way of which I know for a

new or inexperienced agent to build skills that command the respect of his prospects," he declared.

H. E. Benham, Prudential, Los Angeles, developed the necessity of recognizing human relations in the handling of life insurance contracts. Walter G. Gastil, manager for Connecticut General at Los Angeles, declared that each man in the life insurance business is a specialist.

Actuarial Parley for Teachers

Representatives of 12 high schools in Hartford and surrounding communities attended a conference on actuarial work at the Travelers home office.

The program was designed to acquaint secondary school teachers with actuarial work and the necessary qualifications of an actuarial candidate. The objective is the development of an interesting and informative program for high school mathematics students.



Connecticut Mutual's Fraser brothers at the Institute of Life Insurance meeting in New York: John M. (left), general agent in New York City, and Peter M., president of the company.



60TH ANNIVERSARY YEAR

WHAT YOUNG LIFE INSURANCE AGENCY MAN

Would like to operate in the Hawaiian Islands. Temperature always between 55 low and 85 high. Company will pay salary, and bonus for results. Up-to-the-minute operation — Attractive Policies —

Lucrative Agency Contracts provided for agents.

Send data about age, experience, etc.

Address J-40,
The National Underwriter,
175 W. Jackson Blvd., Chicago 4, Ill.

Reinsurance

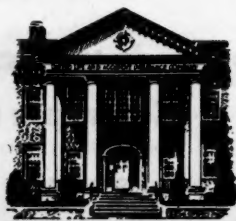
Our service to Accident & Health carriers reflects what we have learned from scores of underwriters in these lines—a composite of the best practices in the business. This shared know-how unfailingly benefits users of Employers contracts of Reinsurance.

Employers Reinsurance Corporation

Insurance Exchange Bldg.
KANSAS CITY, MO.

+ It's the PLUS Value + that Counts

When you can offer your assured HEALTH —ACCIDENT and HOSPITALIZATION in addition to the usual LIFE insurance program, then you are in an enviable position. If you want to know more about this ideal combination, write to Wm. D. Haller, Vice President and Agency Manager.



UNITED
LIFE AND ACCIDENT
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Conn. General Has New Dividend Scale

Connecticut General has revised the scale of dividends for all participating life insurance contracts currently in force. Under the new scale, the company's total dividend payments to be distributed among policyholders will be approximately 22% greater than in 1951. They will be approximately 10 1/2% greater than would have been distributed under the previous scale. The new dividend amounts depend upon types of policies. Most of the increase in dividends will be at higher ages.

The interest rate on dividends left with the company to accumulate and the interest rate on funds left with the company under settlement options will both continue to be 3% except where higher rates are guaranteed in the contract.

McNeill Advanced to Occidental Executive Post

A. Mason McNeill has been named superintendent of the pension trust section of Occidental Life of California.



A. MASON McNEILL

Formerly San Diego manager for the company, he is a past president of San Diego C.L.U. and has instructed both C.L.U. and L.U.T.C. classes there.

He was an agent for Provident Mutual from 1936 until 1942 when he entered military service. He is a graduate of Lehigh University.

Mutual Trust Life Ups Its Eastern Business

Twelve years ago when Mutual Trust Life entered New York the company was receiving 30% of its business from the east. Today the east is paying for better than 60% of the company's business, according to A. H. Neil, manager for the eastern department, who spoke at the regional sales congress at New York City.

S. S. Dunn, secretary of the Otis Elevator Co. and a member of the board of the company, said there will probably be many increases in personal income during next year, but that most of them are going to come in the medium and lower level. He urged the agents to reorient the thinking of those people who still regard life insurance only as something to clear up matters after death but not as something to look forward to later on in life.

L. I. Lester, general agent at New York City, spoke on taxes and their relation to life insurance. Darwin Kabat urged brokers to talk life insurance with their general insurance clients. A broker should know more about his client's financial position than anyone else and whether or not he is doing well in business. If a request comes in for an in-

crease in fire insurance protection there may well be a need for additional life insurance too, he said.

Bernard Bergen, general agent at Brooklyn, spoke on the security business insurance gives to a business. LeRoy H. Greenfield stressed the importance of giving all cases the same attention regardless of their size and remembering birthdays and names, not only of clients, but also of members of their families.

Bernard M. Eiber, general agent at Brooklyn, explained the company's programming device and told how service work done for a prospect who was uninsurable resulted in four sales amount-

ing to \$62,500. He said that the agent should always have about 20 prospects on his list and that he must continually replace the old prospects with new names as he uses them if he expects to stay in the business.

Labor Secretary Tobin Blasts Compulsory Retirement

Compulsory retirement at a predetermined age is bad policy for the American society, Secretary of Labor Tobin says in an article for the December issue of AFL's American Federationist.

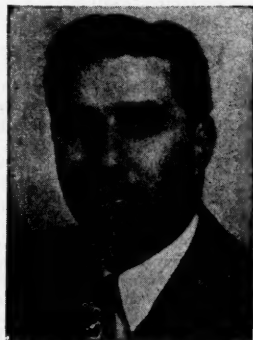
Such policy is "inexcusable," accord-

ing to Tobin, especially when manpower is scarce. Retirement should depend upon health, alertness and efficiency.

Many workers of 65 don't want to retire in "inadequate social security . . . or pension benefits . . ." says Tobin.

Older workers have fewer accidents, and "carriers of industrial accident insurance do not compute workmen's compensation premiums on the basis of age distribution of the insured working force," according to the article.

Travelers held its employees' party for underprivileged children Dec. 14. About 1,700 children attended.



MITCHELL T. MELHAM

On March 1, 1948 Mitchell T. Melham began his agency activities with the friendly Franklin. Seven months later his personal sales totaled over One Million Dollars. In September, 1949 he was appointed Regional Sales Director in Pittsburgh. Only one active representative operated in that district. In 1950, under his leadership, paid volume from the Pittsburgh Division soared to \$5,000,000. In the first nine months of 1951 it reached \$5,228,439.

Here is a record of his earnings since becoming a Franklinite:

1948—9 months	\$14,471.76
1949	23,226.68
1950	36,921.72
1951—9 months	41,199.67

GENERAL AGENCY
OPPORTUNITIES IN
VIRGINIA AND
WEST VIRGINIA

I found a new joy in Life Insurance work!

Mr. Chas. E. Becker, President
The Franklin Life Insurance Company
Springfield, Illinois

Dear President Becker:

I cannot resist telling you that since associating myself with the friendly Franklin less than four years ago (after more than 17 years with one of the large eastern companies) I have taken a new lease on life. I have experienced a new joy in life insurance work. *After 17 years of selling to people with negative attitudes and continuous sales resistance, I now find prospects enthusiastically receptive to the Franklin's exclusive plans.*

As you know, I was fortunate enough to pay for over a million dollars of new business in my first seven months with Franklin. My income in my first year with you actually doubled my best year in my previous connection. My next year's income with Franklin increased an additional 50%, as did the next. This year my earnings will be substantially greater. Needless to say I can attribute this primarily to your wonderful exclusive contracts. My associates and I sell practically nothing else.

The friendly Franklin has given me opportunities for happiness and success that I could never have found elsewhere. And I want you to know how grateful I am.

Sincerely,
/s/ Mitchell T. Melham

An agent cannot long travel at a faster gait than the company he represents.



The Friendly
FRANKLIN LIFE INSURANCE COMPANY

CHAS. E. BECKER, PRESIDENT

SPRINGFIELD, ILLINOIS

DISTINGUISHED SERVICE SINCE 1884

One of the 15 Oldest Stock Legal Reserve Life Companies in America

Over A Billion Dollars Of Insurance In Force

EDITORIAL COMMENT

Christmas — Period of Friendship Revival

Charles M. Cartwright, former editor of the *National Underwriter* who died Nov. 28, was the author of a Christmas editorial that appeared in 1946. The sentiment is timeless and it comes quite suitably, we think, as our Christmas editorial five years later:

After all when we estimate the value of all our possessions, physically and spiritually, we will find that our friends head the list in the inventory we make. Christmas holidays have some subtle and yet strong influence bringing friends more closely together. During other times we may meet them, rejoice at the opportunity to mingle with them and yet, during the days of Christmas they take on glamour somewhat divine.

A man who has made a friend is to be heartily congratulated. There is something strangely human in a friendship. Staunch and loyal friends draw out of us finer qualities. There is an inspiration in a good friend. It moves

us to try and do more for others.

Our circle of friends should create for us our earthly paradise. Whatever befalls us after our earthly career, we can contribute much toward the creation of a heavenly abiding place right here on earth. What we want in any heaven is our friends.

In days when the earth frowns, when the skies are dark and times are hard and we are much distraught, we find much solace in knowing that our friends want to do something for us. That, after all, is the basis of our friendship benign.

In this Christmas era, somehow or other our friends have a stronger appeal. We see them in their glory and we appreciate more strongly the ties that bind. The highest emotions arise in us and we reach out our hand to shake the hand of a friend.

And so to all friends—good health—good luck—good days—good wishes—good times and good ties that bind!

Corporate Good Citizenship on the Rise

Corporations and corporation executives are getting around more to the view that a company can and should be a good citizen with broader objectives than just seeing how much money it can make.

This view, expressed by President Roy E. Larsen of Time magazine at the luncheon during the annual meeting of the Institute of Life Insurance in New York City, was an encouraging message to life company executives who would like to win public esteem for more than good insurance, soundly backed and conscientiously sold and serviced.

Mr. Larsen bore down on the fact that while business leaders as individuals see no shame in doing their duty, and perhaps more, as good citizens, corporations themselves have been pretty backward in this respect. If any part of what a company was doing couldn't be shown to have some dollars-and-cents value, either now or in the future, the general attitude has long been that the company and its management was soft in the head. If management wanted to do something for no better than its being the decent thing to do as a member of the community or a part of the nation, it was considered necessary to prove by sometimes laughably distorted logic that the activity would result in the company's making more money.

Even in so enlightened a business as

life insurance it has seemed appropriate, and perhaps it has been necessary to stress the fact that the cooperative medical research program put on by the companies is sound business because it will make people live longer, pay more premiums and become life insurance claims less soon than they would if the research had not been done.

It is not sufficient just to say that the companies are in a position to understand the problem better than a lot of others, that they feel it would be a fine thing to prolong life and that they are going ahead and financing the necessary research.

The companies' medical research work, which incidentally was a big feature of the morning session of the institute's annual meeting, would be a fine thing and money sensibly spent even if it cost far more than any reasonably possible mortality savings.

The man who knows or feels pretty sure that his own life and the lives of his friends and family may well be prolonged because of the life companies' medical research isn't likely to fret if his premium should be a few cents more per \$1,000 of insurance.

Fortunately for society, the day has passed when a man could not behave unselfishly without being regarded as a peculiar character or possibly even a crackpot. If Mr. Larsen is correct, we may well be getting into an era in which companies can behave like

enlightened citizens without subjecting their managements to stockholders' suits and public suspicion.

Life companies have so long been operated with a realization of their public interest function that they should be particularly sensitive to and happy about the change in moral climate that seems to be fostering an increased willingness to let corporations take their proper places as citizens of the community and the United States.

PERSONALS

Edward J. Palkot, personnel assistant at Connecticut General, has been elected president of Central Connecticut Industrial Training Assn.

Insurance Director J. Edward Day is to serve as master of ceremonies for the Christmas program which Gov. Stevenson of Illinois is giving for the children of the Springfield area at the state armory Saturday morning. This runs from 9 to 11 a.m. Such a party has been given by the governor of Illinois for the past 14 years.

Dr. Ernest Martin Hopkins, chairman of National Life of Vermont and former president of Dartmouth College, and Mrs. Grace Tibbetts of Hanover, were married at Darien, Conn. Mrs. Hopkins was the widow of Howard M. Tibbetts, registrar of Dartmouth from 1908 until his death in 1922.

Preston McDaniel of Home Life was elected president of the newly formed Memphis Sizzle Club.

Byron K. Elliott, executive vice-president of John Hancock, was elected a trustee of Wellesley college.

Charles B. H. Loventhal, president of Loventhal Bros., Nashville, Tenn., was honored by officials of North-

western Mutual for 40 years of service for that company. He wrote his first contract in December, 1911. Loventhal Bros. was organized in 1889 by his father, Lee J. Loventhal, who died in 1895. Associated in the firm with C. B. H. Loventhal since 1936 has been Samuel C. Loventhal, now in the air force with the rank of major.

In all there have been nine members of the Loventhal family, representing three generations, who have held agency contracts with Northwestern Mutual.

The family of **Wendell H. Stevens**, vice-president of Fred S. James & Co. at Chicago, was selected "family of the week" by the Wheaton (Ill.) Junior Chamber of Commerce. Mr. Stevens has two sons and a daughter, and six grandchildren. One of his sons, W. H. Stevens, Jr., is superintendent of the company's casualty department.

James P. Fordyce, chairman of Manhattan Life, has been elected vice-president of the New York Board of Trade.

S. J. Alexander, assistant actuary of

the life division of the Texas department, Austin, will be married to Miss Julia Bates of Austin, Dec. 22.

Leonard M. Gardner, who was counsel of the New York department when Louis H. Pink was superintendent, recently completed three years in Japan with the occupation administration. He is now legal assistant adviser to soldiers sentenced in court-martial. He advises soldiers of their rights to appeal and if they want to appeal he tells them how. He writes that he has only had two "tear-jerkers" in the group he has been advising and that "on the whole the boys seem happier than the civilian workers here in Japan and the strap-hangers in New York City."

DEATHS

JOHN L. FOX, 75, founder and president of First National Casualty, Fond du Lac, Wis., A. & H. insurer, died there after a short illness. He had been in the insurance business since 1900. With Franklin Life for a number of years, he founded First National Casualty in 1908 and held the controlling stock in it. A son, Leo J. Fox, is vice president of the company.

WILLARD V. SWARTZBAUGH, 74, Toledo district superintendent of Prudential for 16 years, who retired in 1940 after 42 years with the company, died there. He was previously superintendent at Chillicothe, O., and Cincinnati, going to Toledo in 1924.

EGBERT R. FERGUSON, 74, former manager for Mutual Life at Cleveland, died at Lakewood, O. Mr. Ferguson had been with the company 40 years before his retirement.

JOHN H. COOK, 80, manager of Metropolitan Life at Petersburg, Va., from 1917 to 1936, when he retired, died there.

Mark 25 Years in D. C.

Sun Life of Maryland held a District of Columbia production campaign to celebrate its 25th year of operation in the area. The Norman Barbour agency took top honors. The campaign was climaxed with a dinner dance at Washington attended by all area agents, Stanford Z. Rothschild, president; Jose L. Hirsh, agency vice-president, and others from the home office.

McElhannon, Davis New V-P.s of American General

American General Life has named Robert L. McElhannon vice-president, and Robert L. Davis vice-president and secretary.

With the company for 25 years, Mr. McElhannon started in the mail department, progressing to assistant secretary, secretary and office manager. He is an air corps veteran.

Mr. Davis joined American General in 1932. He was appointed assistant secretary in 1942, secretary in 1948 and in 1950 he organized and was placed in charge of the A. & H. and hospitalization division. He also served with the air corps.

Liberty Life of South Carolina has appointed **William M. Riley** agency assistant for ordinary.

THE NATIONAL UNDERWRITER

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BOSTON 11, MASS.—210 Lincoln St., Tel. Liberty 2-1402. Wm. A. Scanlon, Vice-Pres.

CHICAGO 4, ILL.—175 W. Jackson Blvd., Tel. Wabash 2-2704. O. E. Schwartz, Chicago Mgr. A. J. Wheeler, Resident Manager.

CINCINNATI 2, OHIO—420 E. Fourth Street, Tel. Parkway 2140. Chas. P. Woods, Sales

Director; George C. Roeding, Associate Manager; George E. Wohlgenuth, News Editor; Roy Rosenquist, Statistician.

DALLAS 1, TEXAS—708 Employers Insurance Bldg., Tel. Prospect 1127. Alfred E. Cadia, Southwestern Manager.

DES MOINES 12, IOWA—3333 Grand Avenue, Tel. 7-4677. R. J. Chapman, Resident Manager.

DETROIT 26, MICH.—413 Lafayette Bldg., Tel. Woodward 3-2826. A. J. Edwards, Resident Manager.

KANSAS CITY 6, MO.—605 Columbia Bank Bldg., Tel. Victor 9157. William J. Gessing, Resident Manager.

MINNEAPOLIS 2, MINN.—558 Northwestern Bank Bldg., Tel. Main 5417. Howard J. Meyer, Resident Manager.

NEW YORK 38, N. Y.—99 John Street, Room 1103, Tel. Beekman 3-3958. Ralph E. Richman, Vice-Pres.; J. T. Curtin, Resident Manager; Donald J. Reap, Eastern News Editor.

PHILADELPHIA 9, PA.—123 S. Broad Street, Room 1127, Tel. Pennypacker 5-3706. E. H. Fredrikson, Resident Manager.

PITTSBURGH 22, PA.—503 Columbia Bldg., Tel. Court 1-2494. Jack Verde Stroup, Resident Manager.

SAN FRANCISCO 4, CAL.—507 Flatiron Bldg., Tel. Exbrook 2-3054. F. W. Bland, Pacific Coast Manager.

OBSERVATIONS

What 28 Economists Say: More Inflationary Pressure in '52

A group of 28 outstanding economists polled by the Institute of Life Insurance regarding the inflation situation and the outlook for 1952 believe that the United States faces further inflationary pressures in the coming year.

The institute attaches particular significance to the group's views in view of the lull on the inflation front that has prevailed for much of this year and the consequent widespread uncertainty over what lies ahead. Besides believing that inflationary pressures will be greater in 1952 than they are now, the group feels that the dominant factor in the immediate outlook is the size of defense spending with its impact on the federal government's budget and the economy in general.

They believe that the principal forces which to date have helped to counteract the inflationary pressures are increased taxes and higher personal savings. They are also convinced that an essential but currently missing requisite of any program to fight the mounting inflationary threat is economy in government expenditures, particularly in non-defense spending but also in other fields, including the military.

All the replies were based on the assumption of no early change in the international situation and the rearmament program and of course no all-out war.

Controls were rated by the economists as of secondary importance, with the exception of credit restrictions. A substantial number of those polled emphasized the contribution made by restrictive credit policies and tighter money to hold down inflationary pressures this year.

Questionable Tax Advantage

Many corporations, in setting up pension plans for their employees have been influenced toward the contributory plan because of the more favorable income tax treatment that the employee would get but soaring tax rates have caused some to wonder how beneficial this will prove to be.

The reasoning, often pointed out by group experts, was that if a corporation pays, say, \$100 a year toward an employee's pension it will buy more than if the employer were to increase the employee's compensation by \$100 and let him take care of the equivalent share of a premium on a contributory basis.

The employee would have considerably less of the \$100 after paying income tax on it than the employer would have by paying it direct to the insurer or pension fund.

Of course, the employee would be taxed on the entire income when he gets it after retirement under the non-contributory plan, but the logic is that he would be in a much lower income tax bracket after retirement than he is while working. Also, he would have an extra exemption after reaching 65, and an extra one for his wife if over 65.

However, with tax rates continuing to increase substantially some people with an eye to the future are wondering whether they might not have been better off to pay the tax on their contributions at present tax rates, high though they seem, rather than risk paying fantastically higher taxes later, albeit on a substantially lower income.

Of course, a good deal would depend on how nearly a man's retirement income is likely to approximate his income while working. And, of course, the big "if" is how high income tax rates will climb by the time one is ready to quit work and start drawing income from his various sources.

If there is sufficient concern about this situation it may be that there will be an effective movement toward permitting employees to deduct their pension contributions from taxable incomes. If these deductions were not offset on receipt of retirement income such an arrangement would of course make contributory look much better than non-contributory plans.

General American Alpinists

It's difficult for a company to come up with anything in the way of originality in a production contest. It would seem that practically every company dedicates a month of sales effort to one of its top executives and that the gimmicks have been exhausted. That's why the approach of General American Life is interesting in a successful October campaign to set a record for the president, Powell B. McHaney.

The theme of this contest developed in promotion pieces was mountain-climbing. One of the teaser pieces was an 8 x 10 jig-saw puzzle containing face-portraits of 21 home office officials, including Mr. McHaney. The agents were instructed to solve the puzzle and find the opportunity for extra earnings. A number of them succeeded in putting

together the puzzle, both literally and figuratively.

During the month, the agents were surprised to receive card mailings postmarked from Zurich, Switzerland, and Japan. The cards carried beautiful photographic mountain scenes of the Alps and Mount Fuji. The messages were written in French and Japanese and extended cordial greetings and offered encouragement to the mountain-climbing effort.

Section 213 Hearing Scheduled for Jan. 4

Jan. 4 has been officially set as the date for the second hearing on Section 213 by the New York state joint legislative committee on insurance rates and regulations, according to Paul Bleakley, counsel of the committee. There were some earlier reports after the first hearing that the committee might find it necessary to postpone its second session until later in January. Sessions will be held in the assembly hall of the Assn. of the Bar of the City of New York.

New York Life Names Chase

New York Life has named Elmer E. Chase chief of management and operations for the company's housing department at New York City. Mr. Chase will resign as chief of the examining division, export-import bank at Washington, D. C., at the end of the year.

Maloney Bars Holiday Gifts

Commissioner Maloney of California has advised all companies and licensees under the jurisdiction of the department that, in accordance with the code of ethics recommended by Governor Warren, no holiday gifts may be accepted by the commissioner or employees of the department. Mr. Maloney said there would be no exceptions to this rule.

Slum Project Gets Green Light

The way has been cleared for New York Life's \$30 million slum clearance program in Chicago. Construction of 2,000 modern dwellings was held up pending city council approval for closing a major thoroughfare bordering the site. Following council approval, construction was scheduled to begin Feb. 1.

Hammer Joins Security Benefit

Harry M. Hammer has been appointed Wichita general agent for Security Benefit Life. He has been in the life business for 20 years with the National L & A, and since 1947 has been Tulsa manager for that company. Mr. Hammer is a past president of the Tulsa association.

Blumenthal Joins Altschul

Charles J. Blumenthal has been appointed assistant general agent for the Altschul agency of Postal Life at New York City. He entered the business in 1947 with Mutual Benefit Life and has been brokerage manager for that company in New York City since last January. He is a veteran of the last war.

William R. Shands, Life of Virginia, new president of Assn. of Life Insurance Counsel, got his legal start with the securities division of the state corporation commission and with the Virginia division of statutory research and drafting. He started with Life of Virginia in 1940 as counsel, was named general counsel in 1943 and a director in 1946.



Mutual Trust Fieldmen are enthusiastic over their NEW

DIRECT MAIL KIT

IDEA

IDEA

IDEA

IDEA

Packed with new ideas that get results, the new Mutual Trust Direct Mail Kit enables producers to coordinate their personal sales efforts effectively.

MUTUAL TRUST

LIFE INSURANCE CO.

HOME OFFICE - CHICAGO

Nothing Better in Life Insurance

Agency inquiries should be addressed to the agency secretary

Central Standard

LIFE INSURANCE COMPANY

211 W. Wacker Drive

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All forms of
LIFE-INCLUDING GROUP-A & H
Expanding... Agency Opportunities

ALFRED MACARTHUR
Chairman of the Board

WILBUR M. JOHNSON
President

AMONG COMPANY MEN

NINE OTHERS ADVANCED

Prudential Names 4 Vice-Presidents

Prudential has named John G. Jewett vice-president for mortgage loans and real estate investments, and Kerby H. Fisk vice-president for bond investments. Mr. Jewett, who joined the company in 1921, succeeds Charles Fleetwood who has been named vice-



C. Fleetwood



K. H. Fisk

president for the southwest at Houston. Mr. Fisk joined the company in 1941.

Bert A. Winter was named 2nd vice-president and associate actuary. He joined the company in 1934.

Glenn W. Smith and Wendel J. Drobnyk, assistant comptrollers, were advanced to associate comptrollers. Stanley L. Eisner, Jack T. Kvernland, and John J. Marcus, chief actuarial assistants, were named assistant actuaries.

Other advancements: Henry J. Brock, assistant general counsel, to associate general solicitor; Joseph E. Lockwood, assistant to the vice-president, to director of actuarial services and Richard S.

Hevenor and O. Forrest McGill, associate general managers, to general managers in mortgage loans and real estate investments.

Western & Southern Home Office Men Advanced

Several home office promotions have been announced by Western & Southern Life. R. G. Stenger, treasurer, becomes vice-president; Richard G. Ward, assistant treasurer, treasurer; Harry I. Bloom, assistant comptroller, auditor. Dr. Earl R. Bush, medical director, has retired and is succeeded as medical director by Dr. Charles M. Barrett, associate medical director.

Bluegrass Life Names Freshney Vice-President

Bluegrass Life of Kentucky has named Edwin E. Freshney vice-president and agency manager. Mr. Freshney was formerly general agent for Monarch Life at Cincinnati for six years.

The company will begin operations after the first of the year in ordinary life and noncancellable A. & H., confining its activities to Kentucky.

Scott to Farmers & Bankers

Farmers & Bankers Life has appointed Garland T. Scott assistant superintendent of agencies and assistant educational director. A graduate of University of Missouri and an air corps veteran, he served as associate professor at University of Wichita, teaching salesmanship, business organization and management before entering life insurance in 1948. Recently he has been general agent at Wichita of Bankers Life of Nebraska.

Six Appointments by Phoenix Mutual

Phoenix Mutual Life has appointed Alden T. Bunyan secretary and associate actuary; Clifford L. Morse secretary and director of agencies; Hugh S. Campbell secretary and counsel; Eric T. Franzen assistant secretary; Irving E. Partridge, Jr., director of agency administration; and Reuel S. Kaighn agency secretary.



C. L. Morse

Mr. Bunyan joined the company in 1918. He was appointed associate actuary in 1923. Mr. Morse joined the company in 1933, and was appointed supervisor in 1936. In 1941 he became manager at Seattle, and three years later was advanced to assistant manager of agencies. He was appointed associate manager in 1947, and director last year.

Mr. Campbell joined the legal department in 1933 and advanced to attorney and assistant counsel. Mr. Franzen joined the company in 1947. He was appointed manager of planning and personnel in 1950. Mr. Partridge joined the company in 1929, and in 1932 was appointed agency secretary. Mr. Kaighn joined the company in 1932. He became supervisor of sales promotion in 1936, and manager in 1944.

Severin Joins Time of Tex.

E. O. Severin, who was with American National 17 years as assistant to the manager of the underwriting department, then with American Hospital & Life as vice-president and director of underwriting, has been elected executive vice-president of Time Ins. Co., of San Antonio, organized early in 1950, which is now developing an aggressive agency building program.

R. G. Lawrence is president; Gen. Johnathan M. Wainwright, chairman, and Joe Killough, formerly with Minnesota Mutual and later with Pioneer American Life, vice-president and director of agencies.

Time, which is a member of the Armed Forces group, is a legal reserve company organized to write civilian life and A. & H. insurance. It is now writing all forms of life insurance and will start writing A. & H. Jan. 1.

Miss Beers Group Actuary

Miss Josephine Beers, a fellow of Society of Actuaries, has been appointed group actuary of Occidental Life of California, replacing H. R. A. McCorkle, who has resigned to become actuary of the Puerto Rico department.

Elmer Volkmann has been named manager of a newly created group policy

department. R. J. Martin, chief group underwriter, has also been assigned general supervision of renewal underwriting and the group policy department.

Verner Montgomery will coordinate special handling of larger group cases in conjunction with his duties as assistant to the chief underwriter.

Hall Named Legal Counsel

Lester F. Hall has been appointed legal counsel for National Bankers Life. In addition to being the company's legal representative he will organize a complete legal department. He has been in private practice at Houston since 1949 and is a graduate of the University of Oklahoma and received his law degree at the Texas college of law.

Morse G. Dial, executive vice-president and treasurer of Union Carbide & Carbon Corp., has been elected a director of Prudential.

Dr. Earle G. Baxter has resigned as medical director of Franklin Life to practice medicine and surgery at Alexander City, Ala. Dr. Baxter joined the company last year.

George Gove, third vice-president of Metropolitan Life in charge of its many housing projects, retires Dec. 31.

Columbian National Life has appointed Howard W. Reynolds group representative at Chicago. Mr. Reynolds joined the company last year after graduation from the University of Maine.

RECORDS

Insurance in force in **Bankers Life of Iowa** has increased nearly \$110 million since Jan. 1 to \$1,669,580,112 on Dec. 1. Ordinary accounted for \$1,311,874,491 of the total and group accounted for \$357,705,621. Ordinary issued and paid-for during November totaled \$13 million, \$3,500,000 more than the November, 1950, total. Group sales for the month totaled \$2,148,700. Total insurance issued and paid-for during the first 11 months of 1951 amounted to \$179,484,615, a gain of more than \$6 million over the same period last year. Ordinary accounted for \$122,486,622 of this total and group \$56,997,993.

Business Men's Assurance had the largest month in November in its 42-year history, exceeding the previous record set in November, 1947, and 7% ahead of 1950. November is traditionally Grant month at B. M. A., honoring W. T. Grant, chairman and founder. Winner of the Grant month trophy was Frank Rocks, Chicago; leader on total business, Louis Haith, Kansas City, and leading branch manager, H. G. Horn, Portland, Ore.

Massachusetts Mutual agents submitted a record of \$53,355,000 between Nov. 5 and Dec. 5 or 127% of quota. Daily average was \$1,721,130. This all time monthly record topped the previous high month by 9%.

November paid business for **Franklin Life** totaled \$28 million, a 50% gain over the same month last year. Production for the first 11 months showed a gain of 30% over the same period in 1950. A record volume of \$50 million was recorded during the birthday drive for President Charles E. Becker, Oct. 16 through Nov. 30.

REST EASY, SANTA...



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INSURANCE COMPANY

1000 N. 1st St., Peoria, Ill.

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OF
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IN FORCE

TO THE AGENT WHO CARES

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Desirable agency openings in Illinois, Indiana, Michigan, Minnesota, Missouri, Ohio and Wisconsin.



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President

C. C. Inman
Executive Vice President

W. Ray L. Vice-presi
Hutch w
agent.

Mr. deK million in times tha during his a farm he

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Donald L.

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Great-W Great-W W. Reynol

LIFE AGENCY CHANGES

John W. deForest Retires; With Aetna Life Since 1930

John W. deForest will retire Jan. 1 from the partnership of deForest & Hutch, general agents of Aetna Life at Buffalo.

Friends and business associates paid tribute to Mr. deForest and his partner,

Reynolds attended the marketing course at Southern Methodist.

Pan-American Appoints Wellshear General Agent

Pan-American Life has appointed Robert C. Wellshear general agent at Wichita Falls, Tex. Mr. Wellshear entered the business in 1937 with Lincoln

Liberty Life at Lincoln, Neb. In 1942 he joined Travelers as a field assistant at Omaha, and later became assistant manager at Tulsa.

the company at San Francisco. He is a graduate of the University of Southern California.

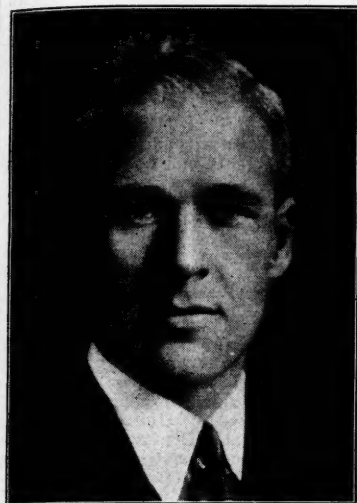
Prudential Names Bushman, Morris Assistant Managers

Prudential has appointed Charles H. Bushman assistant manager at Long Beach, Cal., and Lyford L. Morris assistant manager at San Francisco. Mr. Bushman joined the company at Long Beach in 1948, and Mr. Morris joined

John Hancock Transfers Two

Edmund R. Bergeman has been transferred to Springfield, Ill., as John Hancock manager. Formerly Sioux City manager, he is the chairman of the Sioux City L.U.T.C. and is a past president of the Sioux City Assn. of Life Underwriters.

Mr. Bergeman is replacing Harold A. Meyer who has been Springfield man-



JOHN W. deFOREST

W. Ray Hutch, at a luncheon given by Vice-president Robert B. Coolidge. Mr. Hutch will continue as sole general agent.

Mr. deForest, who sold more than \$60 million in life insurance and several times that amount in group insurance during his Buffalo career, has moved to a farm he purchased near Ithaca.

He entered life insurance in 1920 with Travelers, serving as field assistant at Chicago, member of the home office agency staff and then assistant superintendent of agencies. He joined the home office agency division of Aetna Life in 1930 and became assistant superintendent of agencies there. He was appointed general agent at Buffalo early in 1932.

Provident Mutual Appoints General Agent, Supervisor

Provident Mutual Life has appointed Donald L. Barnes general agent at Duluth to succeed Thomas B. Silliman,



Donald L. Barnes



C. Campbell, Jr.

general agent there for 33 years. Clinton Campbell, Jr., has also been appointed agency supervisor in charge at Knoxville.

Mr. Barnes joined the company at Duluth in 1933, and since 1948 has been supervisor there. He is a past president of the Duluth and Minnesota Life Underwriters Assns. and a veteran. Mr. Campbell joined the company in 1946. He is secretary of the Tennessee association, and a graduate of the University of Tennessee.

Great-West Names Reynolds

Great-West Life has appointed Roger W. Reynolds supervisor at Dallas. Mr.

Climb This GOLDEN LADDER To Your GOLDEN OPPORTUNITY

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For AGENCY BUILDERS from the GOLDEN RULE Company

Attract STRONG MEN Hold and Reward Your Better Men.

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The GOLDEN RULE Agency Contract

UNIQUE! CREATIVE! DYNAMIC!

The Most-Fair of Plans in America

TERRITORIES:

Opportunities open in: California, Florida, Illinois, Indiana, Iowa, Kansas, Kentucky, Maryland, Michigan, North Carolina, Ohio, Pennsylvania, Texas, Virginia, Washington, D. C., and West Virginia.

The COLUMBUS MUTUAL LIFE INSURANCE COMPANY

Columbus 16, Ohio

Write today for Details of the Agency Plan. Inquiries held in strict confidence.

W. C. MITCHELL, Pres. BEN J. HADLEY, V. Pres.

ager for the past four years. Mr. Meyer has been named Kansas City manager. He has served as Illinois State L.U.T.C. chairman.

N.A. Accident Advances Two

Lew F. Gras has been appointed general agent at Denver for North American Accident. He has been in insurance since 1935, and for six years has served as assistant agency director of North American's eastern division.

Succeeding Mr. Gras is William Sahm, who began his career with North American in 1950 following his graduation from Northwestern University. He has worked in the A. & H. claim department.

Prudential Ups Wittenauer

Prudential has appointed Lawrence F. Wittenauer district manager at Cincinnati to succeed John V. Deal, who has been appointed district manager at Columbus, Ind. Mr. Wittenauer joined the company in 1933 at Youngstown, O., and in 1945 he was made manager there. He is a vice-president and trustee of the Youngstown Assn. of Life Underwriters.

Donovan, Murphy Appointed Penn Mutual General Agents

Penn Mutual Life has appointed Raymond M. Donovan, Jr., general agent at Toledo, and John V. Murphy, Jr., general agent at Richmond, to succeed Gaius W. Diggs, who has retired.



J. V. Murphy, Jr.



R. M. Donovan, Jr.

Mr. Donovan was formerly training supervisor of the Faser agency at Boston. He is a graduate of Boston College and Northwestern law school.

Mr. Murphy joined the Engelsman agency at New York City in 1948, and was appointed supervisor there last year. He is a graduate of the University of North Carolina. Mr. Diggs joined the company at Richmond in 1905. He has been general agent there since 1914.

Sterling Appoints Dellorto

Sterling Illinois agency at Chicago has appointed Joseph J. Dellorto vice-president in charge of training and sales development. Mr. Dellorto joined the company in 1947. In 1950 he was appointed manager at Decatur, Ill., and later became manager for the Chicago south side. He is a veteran.

Hancock Appoints Sweeney

John Hancock has appointed Owen P. Sweeney district manager at Columbus O., to succeed Sylvan F. Weil, who has been transferred to Hoboken, N. J. Mr. Sweeney joined the company in 1935 at Cincinnati, and Mr. Weil started with the company in 1932 at Hempstead, L. I.

Pope Goes to Manhattan

Robert E. Pope has been appointed associate general agent of Manhattan Life at Beverly Hills, Cal. He started in 1940 with New York Life. He joined the Yates agency of Massachusetts Mutual at Los Angeles in 1950 and served there until his present appointment. He is an air force veteran of the last war.

COMPANIES

Travelers Again Airls Summary of Year

Travelers will sponsor "Voices and Events: 1951" from 5 to 6 p.m., Sunday, Dec. 30, over the NBC radio network. Presented for the second year, the program will review news events of 1951, including Gen. McArthur's return to the United States, the war in Korea, the Kefauver hearings, and Princess Elizabeth's visit to the U.S.

Old Line Ups Dividend

Old Line Life of Milwaukee has increased its quarterly dividend from 20 cents to 25 cents and has paid a year-end extra of 25 cents.

Equitable to Rent Diesels

Equitable Society is buying 55 diesel locomotives and will rent them to the Baltimore & Ohio Railroad under a 15-year lease. They will cost \$9½ million.

U. S. Life Stock Dividend

Payment of a 40c per share 10% dividend to holders of capital stock has been authorized by United States Life. It will be payable Dec. 22, 1951 to stockholders of record at the close of business Dec. 5, 1951.

Assets at the close of the third quarter of 1951 stood at \$47,738,000.

Pan-American Opens New Building

Pan-American Life will dedicate its new home office building at 2400 Canal St., New Orleans, on Jan. 7. The five-story structure is of the latest design.

Durham Life at Raleigh, N. C., has purchased a building for \$65,000 which it plans to use for record storage.

Stockholders of Preferred Life of Dallas have voted a capital increase of \$100,000, the third increase this year. The company also plans to enlarge and remodel its home office building.

MANAGERS

Christmas Luncheon at S. F.

San Francisco managers held their Christmas luncheon and fellowship gathering Dec. 17. There was also a short business meeting for discussion of proposed new by-laws and the advisability of planning for a training session based on O. Sam Cummings' new book, "How to Build a Successful Life Insurance Agency."

Milwaukee Managers Elect

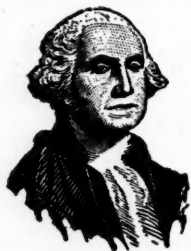
George A. Knutsen, Mutual Life, was elected president of Milwaukee managers. George L. Grimm, New England Mutual, and Kenneth W. Jacobs, Connecticut Mutual, were elected vice-presidents; Willard L. Momsen, Northwestern Mutual, treasurer and Stanley Olyniec, Washington National, secretary.

Syracuse Managers Elect

James H. Summers, Prudential, has been elected president by Syracuse, N. Y., managers. Vice-president is Francis J. O'Brien, Metropolitan; secretary, John J. Kinane, Union Mutual; treasurer, Thomas Cantwell, New York Life. W. V. Haggerty, United Benefit Life, is retiring president.

Barker Hartford President

John A. Barker, Mutual Life, has been elected president of Hartford General Agents & Managers Assn. Gordon Prior, Manufacturers Life, was elected secretary.



"I'LL TAKE IT"

The prospect has the last word. Very often it is, "I'll take it," when Washington National representatives mention any one of three unusual coverages.

1. *Non-can hospital* (guaranteed renewable to Age 65) is something that sells, because people like the idea. It's a natural.

2. *Non-can. Monthly income* (accident and sickness) with no house confinement required, is responsible for large volume production.

3. *Single - premium vision impairment annuity* (monthly income for life when 90% of vision is lost) is a Washington National EXCLUSIVE which many persons buy who thought they had all the insurance they needed.

Washington National is a multiple-line personal protection company, writing life, accident, health, hospitalization, franchise and group. Complete details about our unusual coverages (as well as the standard line) will be given to qualified persons who are at liberty to inquire.

WASHINGTON NATIONAL INSURANCE COMPANY

Evanston, Illinois

H. R. KENDALL, Chairman

R. J. WETTERLUND, President

G. P. KENDALL, Secretary

North American Reassurance Company

J. Howard Oden, President

110 East 42nd Street

New York 17, N. Y.

LIFE REINSURANCE EXCLUSIVELY

NEWS OF LIFE ASSOCIATIONS

Chicago Schedules Sales Forums

On four Friday afternoons during February, the Chicago Assn. of Life Underwriters is presenting a series of sales forums. Enrollment fee for the four sessions is \$2.50 for members and \$10 for non-members.

The first session on Feb. 1 will feature Sis Hoffman, Union Central, Cincinnati; Lewis T. Stearn, Northwestern Mutual, Minneapolis, with H. Kennedy Nickell, Connecticut General, Chicago, as chairman.

On Feb. 8, the program will be a panel discussion on business insurance. Discussion will be led by Joseph E. Jacobson, Chicago field training instructor for Metropolitan Life; Paul A. Hazard, New England Mutual, Chicago, and Paul W. Cook, Chicago general agent of Mutual Benefit. A skit, "Oh, For an Agreement," will conclude the session.

The Feb. 15 meeting schedules Franklin M. Mangrum, John Hancock, Chicago; Nathan H. Weiss, Mutual Life, Chicago, and John D. Moynahan, Berwyn manager for Metropolitan, and immediate past president of N.A.L.U.

At the final session on Feb. 29, the speakers will be Gordon F. Buck, assistant to the president Foote, Cone & Belding advertising agency; Lester O. Schriver, Peoria general agent of Aetna Life, and Arthur F. Friebe, Penn Mutual, Rockford.

Card for No. Cal. Sales

Congress Jan. 17 Completed

Hugh S. Bell, general agent of Equitable of Iowa at Seattle, nationally known for his educational activities, will be the "wind up" inspirational speaker at the northern California sales congress, sponsored by San Francisco Life Underwriters Assn. and supported and attended by other local associations in the area, Jan. 17.

Another feature, which will occupy most of the afternoon session, will be a series of episodes by five speakers on estate planning in action. The participants are Ray Bradford, Jr., American National; Louis H. Penney, C.P.A.; C. O. Van Every, estate analyst, narrator; Francis E. Whitmer, trust officer American Trust Co., and A. D. McNeil, attorney.

Other speakers, who will appear at the morning session, are: G. Cameron Hurst, New York Life, "A Career Philosophy;" John L. Sexton, manager home office agency West Coast Life, "Package Selling Potential;" James M. Banghart, New England Mutual, "Why Sell Bread by the Ton," and Doyle M. Smith, general agent of Penn Mutual at Sacramento, "Partnership Insurance—Sales Demonstration," assisted by Elmer O. Anderson and James A. Board.

Jack L. Rawlins, Acacia Mutual, is general chairman and will preside in the morning and L. Edwin Wang, president Oakland-East Bay association, will be chairman in the afternoon. Ray Deston, president San Francisco association, will welcome to the expected 900 members of 13 associations participating.

Kansas Membership Increase

Kansas Assn. of Life Underwriters' membership is at an all-time high of 726 and the goal is a paid-up membership of 800 by the first of the year. L.U.T.C. classes are operating at Topeka, Wichita, Hutchinson, Dodge City, Salina. These five classes show a large attendance in proportion to total Kansas membership.

Kansas Round Table Elects

Charles A. Colby, Wichita supervisor of New England Mutual, was named chairman of Kansas Leaders Round

Table at its annual meeting at Wichita, succeeding Herb Langsdorf, Jr., New England Mutual, Topeka. Vice-chairman is Keith Hayes, Mutual Life, Hutchinson, immediate past president of Kansas Assn. of Life Underwriters, and secretary, Minna Hensley, Franklin Life, Salina.

Oklahoma City—"Wives Day" was an innovation introduced at the Dec. 14 meeting, resulting in an attendance of about 110. An inspirational address was given by Rev. William Alexander, pastor of the First Christian church. The January meeting will be merged with the sales congress of the state association, scheduled for Feb. 2. Elmer Moore, million dollar producer for New York Life at Wichita, will speak on "Estate Planning" Feb. 29.

Hastings, Neb.—The Christmas party was held for members and their wives. Entertainment followed cocktails and dinner.

San Francisco—The Christmas luncheon Dec. 20 was advertised as featuring a group of "gifts" consisting of sales promotion ideas. The speakers were Paul Fansler, Bankers Life of Nebraska, on, "Work Where Your Strength Is;" James Banghart, New England Mutual, "Building on Sand," and Lavelle Coster,

Fidelity Mutual, "Personal Organization." The program was arranged by San Francisco General Agents & Managers Assn.

Memphis—Charles J. Currie, manager of Mutual Life at Atlanta, a past trustee of the National association, addressed the December meeting.

Manitowoc, Wis.—Jerome Boyer, assistant superintendent of claims of Northwestern Mutual, speaking on "The Sunny Side of the Street," reviewed some of the cases he has handled where life insurance proceeds proved a "life saver" for the widow and children after the death of the husband and father.

Wausau, Wis.—Plans for a membership drive were completed at the December luncheon meeting of the Wisconsin Valley association. E. N. Tutt, vice-president and committee chairman, reported on the recent state membership conference at Milwaukee and outlined the local plans.

Green Bay, Wis.—The Northeastern Wisconsin association was host to residents of the Brown County Home at a Christmas party Dec. 19.

Oakland-East Bay (Cal.)—Dr. Jesse H. Baird, president San Francisco Theological Seminary, former moderator of the general assembly of the Presbyterian Church in the United States, spoke on "America and the Present World Crisis."

E. A. Wang, association president, has called attention of members to existing tax and economic conditions in this coun-

try and urged them to (1) refrain from pushing federal projects; (2) assume responsibility for federal government economy at the local level; (3) try to prevent pressuring for "matching grants" from the federal government; write their congressman every time they see an example of federal waste and inefficiency.

Pittsburgh—Charles E. Drimal of Mutual Life at New York City spoke on "Starting from Scratch."

Jackson, Mich.—Handicapped children from the Cora Allen school were entertained at a Christmas party. Howard Andrews and Carl Mason were co-chairmen.

Denver—Everett L. Barnhardt, sales manager Coors Brewing Co., spoke on "Selling Ideas."

New Bedford, Mass.—Herbert V. Kibrick, New York Life, Boston, Million Dollar Round Table member, spoke.

Pasadena-San Gabriel—Frank W. Walkup, superintendent of Pasadena city schools, spoke on "Education for Living." At the same meeting Edward Choate, New England Mutual agent at Los Angeles and life member of the Million Dollar Round Table, spoke on "The Philosophy for Successful Underwriting."

La Crosse, Wis.—John D. Westra, North American Life & Casualty, Madison, spoke on "Meeting Objections," at a luncheon of the Western Wisconsin association. He pointed out that it is the

YOU NEED NOT RISK LOST SALES

There is one trouble with preferred risk policies

Applicants unable to qualify as preferred too often regard themselves as penalized when offered standard.

Result? Sales lost. Not taken policies.

Our Modified Life 3... offering every attraction of low net cost... is written standard and sub-standard to 600% of mortality.



It covers the market

Continental Assurance Company

310 S. Michigan Ave., Chicago 4

ORDINARY • GROUP • GROUP PERMANENT

... and avoids the disadvantages of the fine line between "preferred" and "standard."



Associates:
Continental Casualty Company
Transportation Insurance Company

function of the agent to anticipate objections and with sincere effort attempt to help the prospect overcome his objections and solve his problems.

The association will sponsor a Christmas party for the patients at Oak Forest Sanatorium Dec. 21.

Leavenworth, Kan.—Eldon Bailey, Northwestern Mutual, Kansas City, Kan., spoke on "Business Insurance," including sales ideas which he uses in producing over \$500,000 annually.

Austin, Tex.—James Dee of Houston spoke on the value of planned work. He said all the man who enters life insurance invests in his knowledge and time. To make this investment effective, the worker must have a plan, which must lead to an objective.

Mr. Dee makes 12 calls to one sale and his average policy is \$4,000 with a premium of \$17 per \$1,000. He tries to talk to eight people each day about life insurance. The life man, he said, has only two reasons for calling, making a sale or securing prospects.

San Antonio—Dr. Henry T. Owen, professor of life insurance at University of Texas, outlined the objectives of the courses on life insurance which he gives. These include a general presentation of life insurance and its services for those who may enter other fields and both elementary and graduate work for life insurance men.

AGENCY NEWS

Weiss Agency Sells 450%

The Weiss Agency of Columbian National at Syracuse has won the president's award by selling 450% of its quota. The agency is in its first year and the majority of its agents have been with it less than six months. Individual prize winners were Raymond F. Guido, Leslie H. Judd, Jr., and General Agent Milton I. Weiss.

Jordan Agency Staff Meets

A sales congress of the Jordan agency of Massachusetts Mutual at Chicago was held this week in spite of a snowstorm that kept away some of the scheduled speakers. Primarily a sales meeting, the scope of consideration was increased by speakers from investment, banking and law firms.

Heard were Samuel Gofen of the investment counselors Gofen & Glossberg; John W. Heddens, assistant secretary Continental Illinois Bank & Trust Co.; Emmett L. Tabat, sales development manager of A. B. Dick Co.; John H. Overbeck, Jr., attorney with Millett, Lewis & Ross; Lee E. Gleasner, Chicago broker; Kenneth Perry, director of agencies of Massachusetts Mutual, and Michael Marchese 2nd vice-president of Massachusetts Mutual.

General Agent Earl C. Jordan opened the meeting which was attended by about 50 staff members and guests.

25th Year for Drew Agency

The 25th anniversary celebration of the Drew agency of Franklin Life at Grand Rapids was attended by J. V. Whaley, company vice-president; Charles E. Becker, Jr., assistant to the president; J. Leslie Livingston, regional sales director for western Michigan, and 60 company agents. So far this year the western Michigan division has produced over \$7 million in new business, compared with less than \$300,000 in 1926, its first year.

Ramsey Buys Radio Time

The Ramsey agency of Connecticut Mutual in Chicago is investigating the possibilities of radio advertising by sponsoring a program of Christmas music over station WMAQ from 11:15 p. m. to 1 a. m. on Christmas eve. The program will consist of recordings interspersed by commercials describing the activity and philosophy of the agency and company delivered by a well-known radio and TV announcer, George Stone. If the experiment brings some results, the agency may sponsor a program on a regular basis.

The Jones agency for Massachusetts Mutual at Washington, D. C., has moved to new offices in the Wyatt building, 777 14th street, N. W.

The Kansas City agency of Connecticut General Life will move to new offices at 3531 Broadway street the first of the year. The group department will make the same move.

Experienced Medical Director Wanted

One of our clients—a large, progressive mid-western Life Insurance Company—has an exceptional opportunity open for an experienced Medical Director.

Headquarters is in a community where home life is ideal (not Chicago area). Working conditions are considerably above average, and environment and fellow workers are inspirational. A very happy situation can be assured a capable man, with compensation that will be entirely satisfying. If you are now serving as an assistant, this opening might be just the opportunity for you. Our people know of this advertisement.

Write us in confidence, giving complete information and a photograph or snapshot of yourself. Your communication will be turned over to our client unopened. Address: Insurance Department, M. GLEN MILLER, Advertising, 8 South Michigan Avenue, Chicago 3, Illinois.

ACCIDENT AND HEALTH

Lincoln National Enters A. & H. Field

Lincoln National Life will enter the accident and health field the first of the year with four noncancellable, guaranteed renewable to age 65 disability policies, and a special coverage featuring two commercial accident and health policies with life insurance in one package.

Of the four disability policies, one will provide total disability income for as long as 10 years if the disability results from sickness, and for life if the result of accident. The other three policies provide sickness coverage for periods of 60, 36, or 15 months with an option of lifetime accident benefits at an additional premium. Waiting periods range from 14 to 90 days for sickness coverages, and from first day to 190 days on accident protection. Hospital benefit riders providing additional income while hospitalized may be added to any of the four plans.

Additional Accident Policies

The company will also issue three new noncancellable guaranteed renewable accident policies that are similar to the accident and health policies, but provide accident indemnity only. Benefits are from 30 to 60 months, or for life. The hospital benefit rider may be added to these contracts also. The policies are nonaggregate and nonprorating, and will be sold on a level premium basis with waiver of premiums after 90 days.

Of the two commercial accident and health policies to be sold with a life contract, one provides accident benefits for life, and sickness indemnity for two years with a waiting period of 14 days on both coverages. The other has a limit of two years on accident benefits and one year for sickness with a seven-day waiting period. The hospital benefit rider is available on both policies at an additional premium.

Knight Lists "Deposits" to Agent's Success Account

A record attendance greeted Harland L. Knight, agency vice-president of Paul Revere Life and Massachusetts Protective, featured speaker at the December luncheon meeting of Cincinnati Assn. of A. & H. Underwriters. He discussed "Deposits to Your Accounts" with an admixture of humor that won an understanding acceptance of the points he outlined as being important "deposits" to the A. and H. salesman's accounts in the form of credit items toward the achievement of real success in everyday work.

He compared them to deposits in a checking or savings account at a bank, which are added to the credit of such accounts and then can be drawn on as required—but only to the limit of the deposits. He emphasized the necessity of having plenty of deposits in the success "accounts." As an instance of such deposits, he cited an agent who earned enough in his first year in the business so that for several years thereafter he was able to pay his living expenses from renewals on his first-year sales.

Prospecting First "Deposit"

First among the many "deposits" to the success accounts which he enumerated is prospecting. When a new agent starts to sell, he might make a list of all the people he knows. Sooner or later, however, the list will run out, unless the agent continually adds new prospects as "deposits" to that account.

Another account to which the agent must make deposits is the sales talk. "If it isn't hitting quite as it did, you wonder why," he said. "There are several reasons, and an important one is that you are not giving it everything you gave it when it was succeeding for you."

He cited as an example a case in

which girls trained to solicit newspaper advertising by telephone showed much better results in the mornings than in the afternoons. Investigation revealed that around 2:30 p. m. they started omitting parts of their prepared sales talk because they were tired of hearing it themselves. "Sooner or later you get tired," he said. "Whether or not you like a canned sales talk, you must have some kind of prepared sales plan or approach."

Other accounts to which agents must make deposits regularly are the accounts of knowledge, of keeping informed and associating with people who are successful in the business; of health, prestige, giving and receiving enthusiasm, maintaining a sense of humor, good ethics in competition, and love of family and fellow man.

The association formally adopted a charter to replace the one adopted about 17 years ago when the Cincinnati association was formed, but which was lost.

Thompson Joins Guardian Life A. & H. Department

Kenneth R. Thompson has been appointed A. & H. agency assistant for Guardian Life. He will work with Gerald S. Parker, secretary A. & H., in the new A. & H. sales program.

Mr. Thompson entered insurance in 1937 with the L. D. Muller agency in New York, and was a vice-president when he joined the army. After service he joined Century Indemnity as superintendent of the metropolitan department and became A. & H. production manager in 1946. He held this position until his Guardian appointment. He is president of the A. & H. Club of New York.

H. & A. Conference Holds Regional at New York

The regional meeting of H. & A. Underwriters Conference at New York last week drew about 65 company men from the eastern territory.

Talks were given by E. J. Faulkner, Woodmen Accident, on the conference program; William deV. Washburn, American Health, on hospitalization insurance; C. O. Pauley, managing director of the conference, on the new uniform standard provisions law; Robert H. Rydman, conference assistant general counsel, on state legislation, and C. C. Fraizer, general counsel, federal legislation and civilian war risk insurance.

In the afternoon Mr. Faulkner discussed agency developments in A. & H. and James E. Powell of Provident Life & Accident talked on insurance for over age risks and Oscar Ewing's government plan for old age hospital insurance. John H. Miller of Monarch Life discussed medical insurance including catastrophe coverage.

Old Line Life Brings Out New Line of A. & H. Policies

MILWAUKEE—At the annual meeting here for general agents of Old Line Life, an entirely new line of A. & H. and hospital policies was presented by Paul A. Parker, agency director.

Particular care was taken to simplify the language, using as far as possible non-technical terms. The new policies mentioned are incontestable after two years; provide world-wide coverage; out-patient hospital benefit, 31-day grace period and accident coverage for varying periods from five years to lifetime.

Standard provision 16 has been eliminated and a variety of surgical benefits is available. Except for 10-months for maternity, there are no waiting periods under the hospital policy. Some of the policies do not require house confinement. Under sickness policies, the initial waiting period is reduced to 14 days.

In the "life line" policy, A. & H. has

COMPLETE PROTECTION
Agency Franchises Available

ACCIDENT & HEALTH
HOSPITALIZATION
SPECIAL LIFE POLICIES

JEFFERSON NATIONAL
Life Insurance Company
INDIANAPOLIS INDIANA

been made an attractive package deal with life insurance. It features a two-year sickness benefit with choice of first, seventh, 15th or 29th day coverage, and has no house-confining requirement.

Rose Heads L. A. Managers

Officers elected at the Christmas party of A. & H. Managers Club of Los Angeles are: President, Milton L. Rose, Paul Revere Life; vice-president, Howard Nevinen, Washington National; secretary-treasurer, Charles Wise, Continental Casualty; director (to fill vacancy), Walter E. Mast, Continental Assurance.

Erlsten Columbus Speaker

Columbus Assn. of A. & H. Underwriters met Monday. L. J. Erlsten, Hoosier Casualty, Canton, president of the Ohio association, was the speaker.

Chicago Treats Orphans

Chicago A. & H. Assn. sponsored a Christmas party Tuesday for 100 Children of Guardian Angel Orphanage and Norwegian Lutheran Children's Home. This affair has become one of the most outstanding of any association activity in the city.

The boys and girls were treated to luncheon and a full afternoon of professional entertainment. Santa Claus distributed several gifts to each child, including baseball mitts for the boys and dolls for the girls. The association also sent a large supply of candy and cookies to each home for those who were unable to attend.

Albert H. Wohlers, Youngberg-Carlson, association president, as toastmaster kept enthusiasm at a high pitch. Catherine Meade, Loyalty group, was in charge of arrangements.

Fine Business Stationery
is Watermarked

FOX RIVER

COTTON FIBER PAPER
FOR THE
INSURANCE BUSINESS



"Say it" on Fox River cotton-fiber paper, and it will always be there! Cotton-fiber assures permanence for policies, special settlements, office forms, all vital correspondence. Hardest file-handling hardly shows. Stays white for years... has that currency-feel that makes an impression of stability. Ask your printer for bond, onion skin, or ledger samples... or write FOX RIVER PAPER CORP., Appleton, Wisconsin. Makers of fine papers since 1883.



Never stayed there myself, but every traveler coming from Baltimore has something nice to say about The Lord Baltimore Hotel.

SALES MEETS

Hold N. W. Mutual Eastern Regional at N. Y. Jan. 3-4

Leading producers in the eastern area and home office officials will spearhead the program at the annual meeting of Northwestern Mutual agents from New England, middle and south Atlantic states at New York Jan. 3-4. The theme will be "John Doe, Northwestern Agent, Business Man." Elmer R. Dill, Poughkeepsie general agent, is program committee chairman. Heading the arrangements committee is Willis F. McMartin, New York general agent, with Harold Gardiner, educational director, as home office liaison officer.

Fitzgerald Opens Session

Stanley S. Trotman, New Haven, will preside at the first session when President Edmund Fitzgerald will speak on "Northwestern Earmarks of Quality." He will review accomplishments and progress in 1951 and discuss prospects for the period ahead. Robert E. Templin, assistant director of agencies, will speak on "It Pays to Advertise Our Quality," and Barnes C. Anderson, Jr., Philadelphia, on "The Prospect and I."

Newer agents will be guests at the friendship luncheon, in charge of John V. Moller, New York, as chairman. W. Lawrence Hamilton, Jr., White Plains, N. Y., will discuss "Methods That Worked for Me."

That afternoon, with Paul R. Harrison, Durham, N. C., as chairman, Israel Franklin, Attleboro, Mass., will speak on "Selling Lives Brings Me Good Business"; G. Curtis Stewart, Schenectady, "The Family Income Policy," and Paul R. Comegys, Hagerstown, Md., "The Insured Savings Plan." The special agents' regional meeting will follow.

Dr. G. F. Tegtmeier, medical director, will be toastmaster at the dinner-dance Thursday night. Governor McKeldin of Maryland will discuss "The Shrine of Democracy."

Talk on Business Insurance

Friday, with Lloyd C. Winson, Brownsville, Pa., as chairman, W. Gibbs McKenney, Baltimore attorney and consultant on taxation and estates, will talk on "Business Insurance and Estate Planning." Paul E. Burke, Jr., Steubenville, O., "Planned Incomes in Our Agency," and Harold T. Gillen, Long Branch, N. J., "John Doe—Northwestern Agent—Business Man."

Mr. Dill will be in charge of the luncheon Friday, after which Grant L. Hill, vice-president and director of agencies, will give the closing inspirational talk, "These Advantages Are Yours."

Holds Underwriting Clinic

New England Mutual agents from 11 New England agencies convened at the home office for an advanced underwriting clinic.

The clinic intends to bring the latest developments and techniques in business insurance and pension trusts to fieldmen in this area without seriously interrupting their schedules. Delegates were selected on the basis of their experience in the business and their records of sales and service.

Wisconsin Agents Confer

Wisconsin agents of Massachusetts Protective and Paul Revere Life participated in a one-day sales conference at Milwaukee, sponsored by General Agents A. K. Perego, Milwaukee; A. A. Rakow, Green Bay, and Francis Quade, Wasau. Company men on the program were Robert Hallock, Jr., vice-president in charge of central and western agencies, and Frank Benton, group agency supervisor.



Top association men from southern California photographed at a meeting of the Los Angeles managers at which the speaker was Lt. Gov. Goodwin Knight of California. In the front row, from the left, are Mark S. Trueblood, president of Life Underwriters Assn. of Los Angeles; Lt. Gov. Knight; Charles E. Cleeton, president of N.A.L.U.; Frederick A. Schnell, president California state association; John R. Mage, president of the Los Angeles managers. In the back row, from the left, are Rolla R. Hays, Jr., general agent New England Mutual; Laurel Miller, a director of the Los Angeles managers; Lloyd Loftis, treasurer of the managers; Weymouth L. Murrell, chairman of the Life Insurance & Trust Council; Walter S. Payne, Prudential; Walter G. Gastil, chairman of the Los Angeles chamber of commerce life insurance committee, and Harold W. Dougher, State Mutual Life.

Parley on Group Cover

WASHINGTON — Defense Department Insurance Director Thomas Kane has set Jan. 3 for the long deferred meeting with a committee representing group interests, on group plan proposals

to fit in with the defense projects casualty rating plan.

Dell Kenyon, Franklin Life agent at Savannah, has been named general agent there. He has been with Franklin for six years.



Their Finest Gift . . .

The most important intangible that any policy owner and his family may find under their Christmas tree could very easily be a package labeled "Security" . . . placed there by their insurance man.

Recognition of this fact could very well be the source of new enthusiasm and inspiration to every underwriter in going about the business of setting his sights for the new year. The Season's Best to All Our Friends

NORTH AMERICAN Life and Casualty Company



Founded 1896

HOME OFFICE: MINNEAPOLIS, MINNESOTA

H. P. SKOGLUND, President

Sales Ideas and Suggestions

Key Man Sale Tied in With Tax Knowledge

An approach based on a discussion with the prospect of Section 102 of the Internal Revenue Code and its tie-in with key man insurance featured a business insurance seminar sponsored by the Northern New Jersey Assn. of Life Underwriters at Newark. Louis A. Manza, of the field training division of the Metropolitan Life, was the speaker.

Mr. Manza first examined the corporate structure from the income tax viewpoint showing how salaries to employed stockholders are taxed and then, after the corporate income tax is applied to profits, how these profits are either distributed as dividends or moved into earned surplus. If the funds go back to the employed stockholder as dividends there is a resulting double taxation.

Accumulation Limited

The amount of personal income that can be taken down by the stockholders, no matter what their executive position, may also be limited by the revenue department, or by their tax bracket, aside from wage stabilization. Also, the tax authorities do not permit an unreasonable accumulation of surplus. They impose tax penalties on overaccumulation of earned surplus of 27½% on the first \$100,000 and 38½% on all over that. These factors create an obvious dilemma for corporate management.

Then he asserted that every successful business revolves around a few key per-

sons whether it is a corporation, a partnership or a sole proprietorship. The greatest proportion of profits is attributable to management whose skill and experience make for high productivity.

The firm protects itself against fire, liability or theft losses, and reserves for the depreciation of equipment. Why not key man insurance? The funds can be used to offset the temporary setback in the organization's earnings caused by a key man's death, help to train new personnel, or to hire experienced personnel, or be available for a wide variety of corporate purposes.

The investment in insurance creates useful reserves out of current earnings on existing surplus. If the economy goes sour the non-forfeiture provisions represent continuing protection without any further premium payments.

Key man insurance has even greater value to a new business than to an old one, said Mr. Manza. Still many times the investment in insurance is often overshadowed in the management's mind by problems of seemingly greater current importance. But the loss of a founder or specialist may mean a substantial loss to everyone concerned. In fact, he declared, in a new business, when there is only a little reserve available, and where the key man makes the yield possible, insurance is essential at the earliest possible moment, even before operation begins. Since it enhances the credit reputation of a firm, it will give it more prestige at the bank and perhaps permit the borrowing of money to get the young firm going.

Buy It Sooner

The sooner the insurance is bought the better, Mr. Manza believes, since younger lives mean lower premiums, more chance of insurability, and cash values have more time to grow. If economy is essential to the young firm, he suggested selling term insurance and trying to convert later.

Aside from the key man indemnification, the coverage provides income tax free money to a corporation at the most crucial time, provides funds for the purchase of the corporation's stock from the estate of the deceased employee stockholder where there is no buy-and-sell agreement, thereby providing the estate with liquid funds and a market for the stock. In addition it may provide funds for the retirement of the stockholder, for credit protection during the adjustment period after loss of the key man, for retiring bonds on long term projects depending on the key man.

He explained that small and medium sized businesses are particularly subject to loss since they have a concentration of management in a small group. Money is needed to train replacements.

Tie-in With Estate

Then he explained how section 115(g)(3) of the internal revenue code ties in with the key man insurance idea and provides money to buy the corporation's stock from the estate of the deceased employee stockholder.

After further amplifying on the needs for key man insurance, Mr. Manza suggested that in general low premium insurance could be bought if protection for death is required, or if the aim is protection against retirement, the agent ought to press for the purchase of high cash value insurance. Limited payment life is of course a compromise solution to both objectives.

Discussing Section 102 again, he observed that corporations may be able to buy the insurance with money they might otherwise have to pay out in taxes. They can make the investment out of individual earnings which if used for other purposes might be taxable.

There is no set rule for determining

the amount of coverage needed, he said. Factors that might be considered generally wind up as an informed guess. As rules of thumb for developing an estimate he suggested considering the annual reduction in sales in case of the death of the sales manager, the rise in production costs at the loss of a skilled production manager, cost of a bond issue depending on a key man and the cost of training a new man and an increase in salary for experienced replacements.

Gets Much Business from Local Agents

A 15-year-old idea for developing brokerage business helps considerably in the production of about \$4 million of ordinary annually in the William S. Vogel agency of Columbian National Life at Newark.

Mr. Vogel's plan involves close liaison with the state association of general insurance agents and participation in many of its activities. He maintains contact with hundreds of local agents of fire and casualty companies throughout New Jersey. Principally he uses a flow of direct mail to keep in regular touch with these sources of all of his agency's business.

His agency is keyed to a state-wide brokerage operation, including complete service facilities for the life business of the general insurance agent not too well versed in life insurance but who knows that his customers need it and who has sufficient enterprise to offer it to them through the facilities of a life agency when he isn't equipped to do so himself.

Method Good Anywhere

The Vogel procedure demonstrates that brokerage business can be developed in a small town as well as in large cities, something which many small townsmen don't believe.

Mr. Vogel first became interested in the local agent as a source of life business in 1936. That year he placed full-page advertisements in the monthly publication of the state agents association, a practice he has continued ever since. He attends every meeting of the association and usually has an exhibit of promotional material on display. In addition he gains friends at these meetings by offering various prizes for unusual performances.

He maintains mail contact with between 2,500 and 3,000 agents and brokers. Representatives of his agency also reach many producers in person or by telephone. Regular trips throughout the state are made by staff members to tap distant sources of business. This puts the typical big city brokerage agency operation on a basis that makes its experience available locally. Big city agencies usually make it their business to be "hep" to the latest trends in handling special cases, including sub-standard or jumbo lines.

Special sales promotion ideas and approaches are made available to local agents to assist them with their life insurance sales efforts. The agency is prepared to service the life business as well as to give this sales help. It is exclusively a brokerage operation.

Proof that it is a success has been its adoption by a number of big Newark agencies. Several of them had men on hand at the recent New Jersey Assn. of Insurance Agents' convention at Asbury Park. There seems to be no reason why the methods could not be adapted to help brokerage life insurance sales in many other regions. Men who have attended the meetings of fire and casualty agents' associations in several eastern states report that no life agency has

built anywhere near the following in them that the Vogel agency has achieved throughout New Jersey.

Small Policy for Christmas Expenses Pushed by Nutt

At the Christmas season, Hal L. Nutt, director of the life insurance marketing course at Purdue University comes up in the Purdue Life News with an idea that is particularly appropriate. He brings up the point that at Christmas time every family has considerable extra expense. He says that regardless of what happens to him, he wants to be sure that the year's most important event for his children is always guaranteed.

He goes on to say that a life insurance policy is the only way to guarantee that Santa Claus will always come to the house. He points out that \$5,000 of proceeds will pay a widow of 40 about \$200 on Dec. 1 of every year of her life. Then \$5,000 under the fixed period option will pay about \$300 a year for 20 years and that may be as long as the family will celebrate the occasion together. Regardless of the manner of settlement, \$5,000 in life insurance looks awfully attractive to Santa Claus when he prepares the annual trip to the home, Mr. Nutt says. He closes with these words:

"The best way to sell a Christmas policy is to first buy one yourself. You will then have in your hands the most powerful of all visual material. On a term, basis, it's about \$50; on ordinary life about \$120."

WANT ADS

Rates \$13 per inch per insertion—1 inch minimum. Limit—40 words per inch. Deadline Tuesday morning in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER
Life Insurance Edition

DIVISIONAL MANAGER

An excellent opportunity is open for an experienced life insurance salesman who wants to better his present position. One of the largest International Fraternal Insurance Societies on the North American Continent requires a Divisional Manager to develop and supervise production in four Mid-West States. The man appointed will have the drive, personality, and ability to select and train men and women in the art of selling life insurance. Reserve Policies have A.N.F., C.S.V., P.U. Values; both Term and Reserve policies available with Family Income, Cash T.&P.D. and D.I. Premiums are competitive. Remuneration; basic salary, generous commissions, life-time renewals, override on appointed agents, production bonus; travelling expenses and office in Omaha provided. This is a permanent and secure position for the man who can produce volume business that stays on the books. Essential qualifications are proven selling ability and acceptable for bond. Your reply will be held in strictest confidence. All suitable replies will be acknowledged; our Agency Supervisor will interview selected applicants. Briefly outline your experience to Box Number J-38, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

PERMANENT POSITION OPEN

Salary plus commission. Mortgage redemption life insurance through savings and loan association in south Cook County area. Experience and/or college education preferred but not necessary. Address J-42, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

The Perfect Hotel for Successful Sales Meetings!



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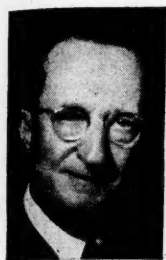
Convention or sales groups given first preference year 'round. Write for full information.

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HOTEL
HIGHLAND PARK, ILLINOIS

FRATERNALS

Death Comes to S. H. Hadley at 75

Samuel H. Hadley, 75, president of Protected Home Circle, died at Sharon, Pa., following a heart attack two weeks ago. He was a past president of the Insurance Federation of Pennsylvania and a past president of National Fraternal Congress.



S. H. Hadley

Long interested in fraternal work, he had been a powerful force in his society, in N. F. C. and in lodge activities. He had been president of Protected Home Circle since 1924, and had been identified with banking, financial and industrial interests in Pennsylvania for many years.

He was born in 1876 in Hadley, Pa., a town which takes its name from his family. He taught school for several years after his graduation from Grove City college, was later principal of a New Castle, Pa., school and served as superintendent of schools in Sharon for 11 years.

He was a 33rd degree Mason and had been active in the Sharon Shrine.

Heaney Defines World Fraternalism

Thomas R. Heaney, high chief ranger of Catholic Order of Foresters, has issued a message to the 1,600 branches of the order saying: "Next to religion, fraternalism is the greatest force in community life. It is the spirit that binds the home-loving, law-abiding peoples of the world together. It is a movement that inspires our people who realize that the spread of fraternalism throughout the world will do more to prevent wars than any other force, next to religion, for where fraternalism prevails in the hearts of men, wars cannot exist."

Mr. Heaney has requested each branch to appoint a deputy high chief ranger whose duties it will be to visit neighboring branches of the order to confer on common problems.

Production by C. O. F. during November was the highest in this month for three years and the society is enjoying a marked increase in membership this year.

In connection with the forthcoming dedication of the new home office building there will be an honor roll installed in the reception room of the new building on which will be inscribed the names

of members who obtain two or more new or increased insurance applications between July 1, 1951 and April 30, 1952. This idea is proving popular with the membership.

The next annual meeting of New York Fraternal Congress will be held Feb. 14 at the Hotel Astor.

Base Commanders to Control Sales

(CONTINUED FROM PAGE 1)

make a report to the military department concerned setting forth all of the factors upon which his decision to ban the agent was based. The department concerned will insure that a complete investigation has been made. In the event that the department finally determines that the agent in question was involved in fraudulent, unethical or other conduct harmful to the best interests of the military personnel, the department may determine to ban such agent from all installations within its control. When the department concerned determines that an agent should be banned from soliciting on all his installations, it will furnish the facts in a statement of its intended action to the other military departments. Final action banning an agent from a military installation by a department should not be taken until an opportunity is afforded the agent involved to be heard whenever possible. Each military department which determines that an agent will be so banned will notify the insurance commissioner of the state of domicile of the company involved."

RAY'S OF HOPE

Director Day comments that there is perhaps some degree of encouragement in the language of the directive in that it describes the listed restrictions as "minimum control" which will be exercised over life insurance solicitation, and in that the directive states that commander of ceded bases "may" permit solicitation by agents or companies licensed in any state of the union. He feels that the door has been left open for decisions by local commanding officers to limit solicitation to agents or companies licensed in the state where the base is located by the language: "Commanders will regulate solicitation within their commands avoiding discriminatory practices."

Director Day and the Illinois department have had the military problem brought to their attention in connection with Scott air base at Belleville, Ill. In this regard, Mr. Day directed a letter to the commander of that base, Col. George W. Pardy. Col. Pardy has replied that he has placed into effect new regulations governing solicitation at the installation which require that companies meet the following requirements for operation on the base:

Lists Requirements

"Will have capital and surplus of at least \$100,000.

"Will present a letter from the state insurance commissioner of the company's home state which states that said company complies with the standard non-forfeiture law and the commissioners' reserve valuation method.

"Must have been in operation for at least five years.

"Furnish at least three sample policies to the personal affairs office for file; two of these policies must be ordinary or limited pay life. These policies must be 'war clause free' and available to personnel of the base.

"A maximum of one representative per company will be permitted to operate on the base, providing the base is in receipt of a letter of request for operation from the home office of the company. The request will indicate the spe-

cific agent authorized to represent the company."

The Scott base regulations for agents of the companies state that the agents will conform to the following requirements:

"Comply with the provisions listed on the pass provided by this office.

"Sign certificate to the effect that he understands requirements of pass and is complying with same."

This procedure set up on this one particular military installation has drawn the comment from the East Side Illinois Assn. of Life Underwriters, which was originally concerned with malpractice at Scott field, that the program outlined by Col. Pardy will result in an improvement though the association expresses regret that the use of war clauses is still disapproved.

Sub-committee Limited

Mr. Day has come to the conclusion that there is little more the N.A.I.C. sub-committee can do to get a change in the department of defense ruling along the lines desired and that its efforts to improve the situation will now have to be confined to obtaining co-operation from local commanding officers in promulgating satisfactory restrictions.

The problems presented only arise in a case where the state does not re-

tain exclusive or concurrent jurisdiction over an installation.

WSB Group Control Criteria Submitted to Putnam

(CONTINUED FROM PAGE 1)

ever, it is reliably reported that great care has been taken to see that there is no bias in favor of either Blue Cross or insurance company plans.

The regulations will apparently open the way to nationwide patterns of benefits with ostensible federal endorsement. Some fears have been expressed that smaller employers may be forced out of business through being under pressure to meet benefit levels geared to big employers and high-income areas.

It is anticipated that some special action may be taken with respect to the log-jam of plans that have been submitted for approval. One method might be to let the time they have already been filed count toward the 30-day waiting period.

It is understood that pension regulations will require more individual approval than health and welfare plans and that the waiting period will be somewhat longer because of the great complexity of pension plans and the longer time needed by the WSB staff in checking them.

Over
\$7,000,000.00
Congratulations!—

and thanks—to the men and women of our field organization who established a new record production during our nineteen fifty-one Anniversary Campaign.



LIFE INSURANCE FOR MEN-WOMEN-CHILDREN

Rates and reserves on the C.S.O. Mortality Table and 2½% interest assumption. Good territory open in Illinois, Michigan, Minnesota and Wisconsin. Write to J. A. Porter-field, Field Manager.

EQUITABLE RESERVE ASSOCIATION NEENAH, WISCONSIN

THE WOMAN'S BENEFIT ASSOCIATION

Founded 1898

A Legal Reserve Fraternal Benefit Society

Agnes E. Koob Supreme President
Dorothy E. Needham Supreme Secretary
Port Huron, Michigan

Mark Occidental Anniversaries

Beecher J. Dickson, general agent for Occidental of California at Los Angeles, has marked his 30th year with the company, and F. B. Alldredge, general agent at Stockton, Cal., marked his 25th year.

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RICHMOND ATLANTA

Packed House, Frank Talks on A. & H.

(CONTINUED FROM PAGE 1)

are hired away by companies entering the A. & H. business, Mr. Grant was asked. There have been some heavy losses, he said, but most of them have been on what he called an "ethical" basis, that is, the company seeking the man asked the man's company about it first.

H. R. Bassford, vice-president and chief actuary of Metropolitan Life, which has been in the A. & H. field about 30 years, said that if a company is going into this line it should write health as well as accident and stress weekly benefits, thereby raising the premium to a figure that can interest the better producers. Premiums often run in the \$150 a year range. This means more persistent business and a lower unit cost.

C. O. Pauley, managing director of the Health & Accident Underwriters Conference, said the idea of life companies going into A. & H. is good and he is not alarmed on behalf of the smaller companies in the conference. He said there is a large demand for A. & H. insurance and it has not been filled. Even so, A. & H. is not bought, any more than life insurance, but has to be sold. The life companies are the ones that have the necessary sales force and technique to do the job.

"Unless we do it the government will step in and if that happens I leave it to you how long it will be before the government gets into life insurance," he said.

Mr. Pauley said that "whatever you do you have to sell good insurance." He expressed the hope that life companies would go into A. & H. with varied approaches, so that thereby they would cover the entire field.

Will Wait and See

Asked to speak as a representative of a company that is not contemplating going into A. & H., Peter M. Fraser, president of Connecticut Mutual Life, said he didn't want good men spoiled by chasing \$25, \$35 and \$40 premiums. "We'll stand by and see what happens," he said.

Discussing cancellable vs. non-can, Mr. Pike asked Harold Lawson, vice-president and actuary of Paul Revere Life how his company feels about these two coverages. Mr. Lawson said there is a very close connection between non-can and total and permanent disability coverage. He advised anyone thinking of going into non-can to read up on the discussions prevalent 20 years ago on this coverage and total and permanent disability. That was when the life companies were beginning to find out how badly they were being burned on disability and when most of the relatively few non-can insurers were having similar troubles with that type of insurance.

Mr. Lawson said that much of what was said about disability then is applicable to non-can, though the non-can companies have stopped issuing lifetime benefits for sickness. He said it would be healthy if life companies got into A. & H. but if they get into non-can

they should be armed with knowledge of what it entails. Conservatism in the amounts of indemnity "has kept us healthy in the last year" he said, warning of the danger of forgetting the need for caution at times when incomes are abnormally high.

It's not a mass production matter, Mr. Lawson cautioned, saying that a company must be "choosy" and make sure that its premiums increase as the insured gets older, so as to reflect the greater risk involved.

Chairman Grant of B.M.A. returned to the microphone to say that if companies try to sell non-can by trying to discredit the regular renewable term insurance, which constitutes from 75% to 90% of the A. & H. business, it will prove extremely disrupting to the public and the business. He opined that it is not practicable to sell both types. Although B.M.A. does it, it only sells about 3% on the guaranteed renewable basis.

Mr. Grant urged the use of the term "guaranteed renewable" rather than "non-cancellable," since even a non-can policy automatically cancels itself when the insured reaches a specified age. He emphasized the extremely small percentage of regular form A. & H. insurance that is denied the renewal privilege. He pointed out that calling such insurance "cancellable" is inaccurate, since almost none of this insurance can be cancelled before the term of the policy expires.

Ohio State's Committee

Clarence L. Peterson, vice-president and general counsel of Ohio State Life, said his company has a committee that passes on all refusals to renew a policy and that the committee has never refused to renew except where the insured has been guilty of fraud or malfeasance.

"We must be careful not to disgust the public with too frequent cancellations or too frequent refusals to renew," he said. He mentioned a non-cancellable law that was proposed in Ohio and which there was much trouble in defeating.

E. J. Moorhead, executive vice-president of U. S. Life, a stock company which has been ten years in the A. & H. business, got quite a laugh by saying that stock companies referred to "profit" while mutual companies referred to "enjoying a favorable financial experience."

THREE CLASSES

He said the life companies, in their A. & H. business, could be divided into three classes as to profit: those consistently making money, those that are doing very well now while times are lush but which may expect to have some trouble when times are tougher, although still coming out all right on the whole; and those that have only a slim margin now and can look for a really bad time when business condi-

tions turn sour.

"There is a fourth category, too," he said. "But it is too dismal even to mention."

"Is A. & H. a form of life insurance or should it be regarded as a casualty coverage?" was the question put to Jarvis Farley, secretary of Massachusetts Indemnity and president of the Health & Accident Underwriters Conference.

Difference in Philosophies

Mr. Farley said considerably more than half the membership of the conference consists of life companies. He said there is quite a difference between the philosophies of the general casualty companies on the one hand and the life and specialty A. & H. companies, such as Massachusetts Indemnity, on the other. He said that the life and specialty companies follow the personal insurance philosophy characteristic of life insurance. He urged all those who are considering entering the A. & H. business to be aware of this difference.

In the discussion on whether to pay the same commission each year or more the first year and less on renewals, Mr. Bassford said Metropolitan Life was one of the first to follow the latter plan. However, he warned that the renewals after the first year should be higher than a collection commission because the first four years of an A. & H. policy are the critical ones and a policy has to stay in force about four years in order to be profitable. He said that in a mutual company the dividends help persistency.

Lincoln National's Experience

Henry Rood, 2nd vice-president ordinary department, actuary and secretary of Lincoln National, said that the experience of the 1930s indicated that disability coverage could be safely issued with a longer waiting period and cutting off the coverage at age 65 to eliminate the temptation to use disability as retirement insurance. However, with unemployment insurance filling in the waiting period and social security providing retirement benefits, Mr. Rood wondered whether the safeguards of waiting periods and cut-off dates would be as effective as had been thought.

Wendell Milliman, vice-president of New York Life, which recently went into group insurance, said New York Life has no feeling of getting into a saturated business. He said there is much group business to be written, particularly in the field of union-negotiated contracts.

C. M. Eddy, vice-president and secretary of Connecticut General, was asked whether the controversy over mass selling has been resolved. He said it probably never will be, for some feel that group insurance should be confined to a maximum of \$5,000 or so on employees of a single employer, while others feel that the opposite extreme is all right. He said probably a sound middle ground will be found that will satisfy the needs of the country and of most people.

He said he felt that the current question in group insurance is not how far mass selling is going but where is the loss ratio going.

Further 1952 Dividend Action Announced by Companies

Company	Current Policies	Old Policies Revised	Funds Left With Company		
			Non-withdrawable	Withdrawable	Accum. Divs.
Aid Assn., Lutherans...	Same as '51	Same as '51	3	2.5	3
Continental Assur.	Same as '51	Same as '51	3	2.5	3
Central Life, Kan....	Same as '51	Same as '51	3	2.5	3
Constitution Life...	Same as '51	Same as '51	2.5	2	3
Equitable, Canada	Same as '51	Same as '51	3.75	3.75	4
Golden State Mut....	Same as '51	Same as '51	2.5	2.5	2.5
Home Life, N. Y....	Same as '51	Same as '51	2.85	2.85	2.85
John Hancock	Same as '51	Same as '51	3	3	3
London Life	App. 8% Inc.	App. 8% Inc.	3	3	3.1
Loyal Protective	Same as '51	Revised	3.1	3.1	3
Manufacturers	Increased (n)	Increased (n)	3	3	3
National Reserve	Same as '51	Same as '51	2.5	2.5	2.5
Ohio National	Same as '51	Same as '51	3	3	3
Penn Mutual	Revised	Same as '51	3	3	3
Republic National	Same as '51	Same as '51	2.5	2.5	2.5
State Mut., Mass....	Same as '51	Same as '51	3	3	3
Union Mutual, Me....	Same as '51 (p)	Same as '51	3 (g)	3 (g)	3
Western Mut., Ill....	Same as '51	Same as '51	2.5	2.5	2.5

To April 1, 1952. (m) With special adjustment. (n) Except single premium policies.

(p) Term dividends increased generally over 10%. (q) Except funds left at interest 2.5%.



Mrs. A. S. Liston, H. L. Cramer Agency, South Bend, Ind. 9 years with Northwestern Mutual. A leading woman producer for the past five years with a total production to date of \$4,319,251 for 460 lives. Winner of several Company Honors. Million Dollar Round Table, 1949. National Quality Award Winner 7 consecutive times.

SOME OF THE BEST

NORTHWESTERN MUTUAL MEN

ARE WOMEN

THIS company has the reputation of being "The Career Company." We might add, "for women, too." For in the ranks of its agents are a good many women whose underwriting achievements, year after year, have been the admiration of their male associates.

The ladies seem to *like* representing Northwestern Mutual.

Among their reasons is the conservative, experienced *management*—from which come the distinct advantages they enjoy as Northwestern Mutual agents. And they like this company's policy of accepting applications only through its own agents.

There are other reasons as well—which they themselves could probably best tell you.

"THE CAREER COMPANY"

THE NORTHWESTERN MUTUAL

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Mrs. M. M. Lash, H. L. Cramer Agency, South Bend, Ind. 5 years with Northwestern Mutual. Total production, \$1,412,364 for 240 lives. Winner of the Bronze, Silver and Gold Buttons, Company Honors. Only woman ever to receive the Gold Button. Member \$400,000 Production Club. Winner National Quality Award 3 consecutive times.



Miss Virginia Wood, R. J. Shipley Agency, San Francisco, Cal. 7 years with Northwestern Mutual as full-time agent. During the past 5 years produced \$1,359,180 for 216 lives, having won her Bronze and Silver Buttons in her first two years under contract with Northwestern Mutual. Member Quarter Million Production Club. National Quality Award honors for the past 4 years.



Mrs. A. H. Funk, F. R. Horner Agency, LaCrosse, Wis. 14 years with Northwestern Mutual as full-time agent. Her production for the past 5 years has been \$947,227 for 74 lives—average insurance on each life approximately \$12,975. Total production to date since she became affiliated with the Northwestern Mutual is \$1,689,825 for 204 lives.



Mrs. G. E. Dahm, F. R. Horner Agency, Madison, Wis. 16 years with Northwestern Mutual as full-time agent. Winner of the Bronze and Silver Buttons, and winner of the National Quality Award for the past 7 consecutive years. Production for the past 5 years has been \$1,125,643 for 159 lives. Total production since coming with the Company \$2,726,438 for 589 lives.